

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVIII. NEW YORK, SEPTEMBER 7, 1904.

NO. 10.

The Woman's Magazine

OF ST. LOUIS, MO.

Has a larger PROVEN circulation than any other
publication EVEN CLAIMS

One
Million
Five
Hundred
Thousand
Copies
Each
Issue.



for women
that has
gained the
largest
circulation
in the
World.
IS IT
ON YOUR
LIST?

The new Woman's Magazine Building, the largest and finest publishing plant in the world, opposite main entrance to the great Exposition now being held in St. Louis, is visited daily by thousands of World's Fair visitors and celebrities from all over the World. Nearly all of them subscribe.

The Woman's Magazine

ST. LOUIS, MO.

"THE LARGEST CIRCULATION

of any Medical Journal in the World"
is synonymous with

"THE GREATEST POPULARITY

of any Medical Journal in the World"
The ideal representative of both is

THE MEDICAL BRIEF

A Monthly Journal of Scientific Medicine

THE BEST BY ANY TEST TO REACH FAMILY DOCTORS

It is read by more of them monthly

THE WORLD OVER

Than any other medical journal extant
Sample copy and rates for the asking

OFFICES:

Ninth and Olive Streets, St. Louis, Mo.
Masonic Temple Bldg., Chicago. Astor Court Bldg., New York.
Foreign Office: Auckland House, Basinghall Avenue,
London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISEES.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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AS IT WAS IN THE BEGINNING.

Manly M. Gillam is really one of the forefathers of department store advertising—not because he is old, but because that field of publicity, like the big stores themselves, is comparatively new. Mr. Gillam is fifty-eight, which is only the final mile-post of youth in this day and age. When J. Pierpont Morgan was fifty-eight, it is said, he had done nothing more noteworthy in life than finance the Coney Island elephant, of unhappy memory.

During James Gordon Bennett's recent visit to this country Mr. Gillam was given charge of the advertising of the New York *Herald*. Before that he had been advertising counselor for the paper, giving its advertisers the benefit of his advice and experience. Prior to this he was advertising counselor to the business public at large, advertising man for John Wanamaker and Hilton, Hughes & Co., managing editor of the Philadelphia *Record*, city editor of the Boston *Post*, reporter for the Boston *Daily News*, bookkeeper, stenographer, private secretary and clerk. Mr. Gillam was born on a farm in Alba, Bradford County, Pennsylvania, in 1846, and began his career at seventeen in the quartermaster's department of the United States Army during the Civil War. His advertising career began at John Wanamaker's Philadelphia store in 1886.

"I was then managing editor of the Philadelphia *Record*," he said lately at the office of the New York *Herald*, "and knew nothing of advertising. My training had

all been along news and editorial lines. There wasn't a great deal of advertising printed in the Philadelphia papers at that time, but soon after going to the Quaker City my attention was attracted by the daily announcements of John Wanamaker. They were seldom a column in size, and more often a half column. But the items of store news were set in pica old style, which, among the black ads of that day, made them conspicuous through their inconspicuousness. It seemed to me a very good type for setting advertisements, but I thought I could improve the manner in which they told their story.

"Mr. Singerly, publisher of the *Record*, had a magnificent herd of Holstein cattle at his country place outside Philadelphia. They were kept with greater care than some people keep their children—housed in stone barns, fed on ensilage, groomed like horses. The milk was scientifically cooled, the cream separated by centrifugal machinery and butter churned from it with every regard for the best product. In Philadelphia at that day the famous Darlington butter sold at a dollar a pound and never lacked buyers. But the butter from Mr. Singerly's Holsteins, every whit as good, was put on sale two days a week at the old Central Market at regular market prices. It didn't sell. There were some buyers, but no regular demand.

"'Hang it all, Gillam,' he said to me one day, 'Why doesn't it sell? See if you can't write some sort of advertisement to make that butter go.'

"Well, when I got round to the matter the first thing that struck me was the old style pica of the

Wanamaker ads—Wanamaker type, we called it. Then I began to ask myself what argument could be employed to interest people in this Holstein butter. This brought me eventually to what I believe is the principle of all advertising. I asked myself why I, or my wife, or my family, should use that butter. Because it was good—better than any other to be had at the price. The point was, therefore, to let people know how good it was.

"I began an investigation of Holstein cattle, and found that for a thousand years this breed had been the pride of Europe. When America was a wilderness the Holstein herds had been cared for like children, and many famous butter-making strains like the English Holderness, were derived from them. It was intensely interesting to me, and I felt sure it would be to the public. So three ads were planned—the first to give the history of the Holsteins, the second to tell about them in America, and the third to deal with Mr. Singler's herd and the methods of making butter at his farm. Three cuts of Holstein cows were made. The ads took a half column of space in the Wanamaker type, with the cut in the center. The facts were so interesting that anyone who began to read would continue to the end. The only advertising argument was comprised in a nonpareil line at the bottom—'Butter from a herd of Holstein cows will be on sale to-day at the Central Market at regular prices.' One ad did the business. At noon of the morning the first was printed there wasn't an ounce of the butter left, and the other two ads established a demand that far exceeded the capacity of the dairy.

"Some months after Mr. Singler asked me what I knew about music.

"'Nothing at all,' I said.

"'Well, there's a man named Willard Spenser here in town who's writing an opera for the Temple Theater, and I want you to advertise it.'

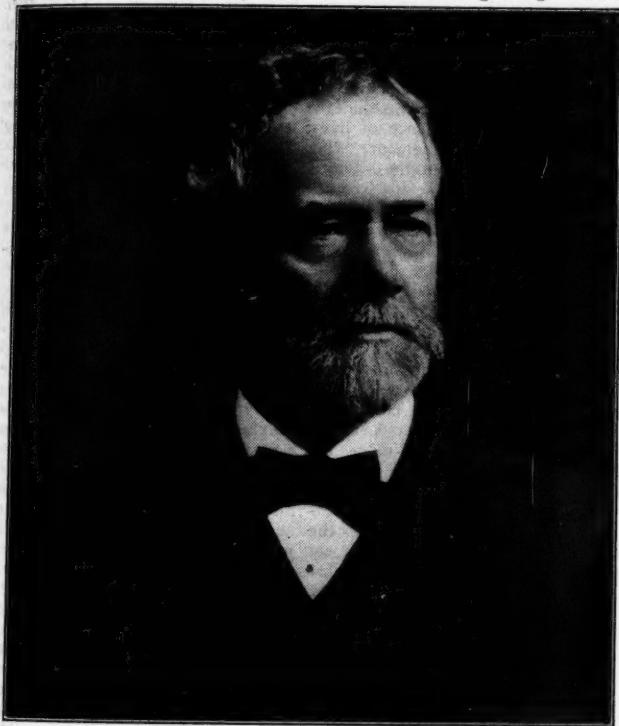
"The Temple Theater belonged

to the publisher of the *Record*, but had never paid. This new opera was the 'Little Tycoon.' The Japanese were an unknown people then, and I found out what I could about them from books. A hundred and fifty little ads were written describing their life and manners, such as their way of sleeping on a wooden pillow with a lantern to keep away evil spirits, their custom of shaking hands with themselves, getting onto a horse from the right side and so forth. These were printed with little cuts of Japs planting rice, drinking tea and so on, and at the bottom of each was a line, 'The Little Tycoon will give a reception at the Temple Theater to-night.' Almost immediately the theater began doing a business that far exceeded its capacity, and the opera had a run in Philadelphia that was never equalled on the road. After that I wrote some advertising for Kellar, the magician, then a youngster in his profession, using the facts of Kellar's own life and travels as the main theme of interest.

"But this is like getting into an old garret. Perhaps I am telling you things that are of no interest to present day advertisers. To make a long story short, John Wanamaker came to the *Record* one day and wanted to engage the man who had written the Holstein ads. I was doing as well as I had ever hoped to do on the *Record*, and my relations with Mr. Singler were those of a son. In my heart, however, I knew that I was only a theorist in business affairs. I wrote advertising confidently, but it was entirely on theory. I was a book merchant, if you please. The best capital that any man can have is what he has in his head. To come in touch with the greatest retail business in America would add infinitely to my knowledge. If it led to nothing else I should be a better newspaper man for the experience. I accepted the offer.

"When I went into the new position it was with a real awe of the department heads that Mr. Wanamaker had gathered about him. To me, it seemed, every in-

dividual one of them must be a years of experience in gathering and writing the news of the world and the store an aggregation of it was natural that I should treat little Napoleons of commerce. I found, however, that while each head knew all about goods, widths, prices, grades and everything that pertained to buying in his department, there were few who had any notion of public demand or general business methods. They knew the advertising as a news proposition. In the store I sought centers of interest. The style of my predecessors had been sprightly and entertaining, but ran chiefly to talk, with few prices and little selling argument. It was excellent, yet seemed the wrong thing. After



MR. M. M. GILLAM.

the people from whom they bought, but not those to whom they sold. The genius of John Wanamaker, for management, made the selling organization. I feel safe in saying that he is even a poor buyer, but in determining public demand and getting close to the people he is a wizard.

"The half column to a column of space used daily was a big advertisement in 1886. With my eighteen

stirring up interest why not put some meat on the bones of the skeleton that had been created? Plenty of prices were made a feature of the ads, and the story was varied from day to day by putting emphasis on different departments. The news of the store—that was the idea. Some days we had strikes in hosiery, and on others red-handed war in dress goods. Advertising a big store might be

compared to gathering fruit from a great orchard. Everything depends on selection of interesting subjects. Some men go out and gather the ripe, tempting things that appeal to the public, while others set before readers in their ads only the windfalls, green plums and rotten apples.

"My theory of the reader's treatment of advertising was a glance. So presently the ads were cut up into paragraphs with little subheads to catch the eye and make easy reading. Every ad had little hooks to catch attention, and followed the line of least resistance. I soon saw the convenience of having the ads set in the store, and put in a composing room. There was economy in it too, for by cutting out a word here and there we saved several lines of space daily, and as the cost of a line in all the papers was something like four dollars the service really paid for itself. Mr. Ogden was in the Philadelphia store then, and persistently advocated the use of illustrations. We recognized their value, but didn't know how to produce enough interesting pictures to supply the daily demand. Mr. Wanamaker said it was impossible to make suggestive cuts in sufficient number, but Mr. Ogden persisted—he was an enthusiast. Finally we had a conference on the matter and each took home a set of proofs to think up subjects for illustration. I produced four with the greatest difficulty, and was heartily ashamed of them. The others had about as many. All seemed puerile, but Mr. Wanamaker gave the word to go ahead as soon as we had fifty pictures in reserve. Several weeks must have passed before we secured that number, for ideas came slowly. I could suggest three hundred pictures to-day from one of those ads, but you must remember that we were on entirely new ground then.

"The average space was a column a day, but sometimes we took a page, and once two pages. But the next day's ad would be a half column. The advertising simply reported the normal gossip of the

store. The size of the ad indicated its importance. A three-column announcement in the Philadelphia morning papers was instantly recognized by the people of that city as an event at Wanamaker's. It was a good method, that. I think to-day that the normal news of a large store can be amply told in a column of newspaper space. The news of the store is like the news of the world. You can't take Port Arthur every morning, or bury a Queen, or assassinate a President. If you do, the thing palls. Worse yet, the advertising man must work in the treadmill of a page a day, with the result that the advertising becomes lifeless and perfunctory.

"From all this gossip of old times I presume you want me to draw an advertising moral. Well, I firmly believe that the methods followed then are better than those of the present, and that we must eventually come back to them by reaction. Present day ads are too big. The desire to attract by bigness of space and bigness of statement has become a disease. The bread is spread so thin sometimes that you can't taste the butter. The everlasting grind of filling a page a day inevitably leads to exaggeration. In an old Oriental legend each Caliph on ascending the throne shot an arrow, and each was supposed to shoot further than his predecessor. That's what advertising men try to do now. Exaggeration soon leads to demoralization. I grant that there is a certain portion of the public that can be attracted by big ads and sensational statements. In Boston I helped break up the get-rich-quick swindle of a swindler who promised people twenty-five per cent on their money, and it seemed that when his game had been fully exposed the public would never bite upon it again. But lately we have had 520-per-cent Miller, and I now believe that a 1,000-per-cent swindle would catch victims. Years ago in Philadelphia there was a clothing merchant who attracted people by the most sensational, lying statements. He seemed to do well despite his dishonesty. One

(Continued on page 8.)

Little Lessons in Publicity.—Lesson 51.

SILENT SALESMEN

It isn't always the flashily-dressed, loud-talking salesman that sells the most goods. It is the clean, clear-cut representative, possessing the respect and confidence of the public. Would you like to secure such a salesman, having entree to practically all the homes of the purchasing classes in each of five representative American cities; a clean representative that will present your wares before the family circle in the evening, when there is leisure and inclination for reading?

WASHINGTON

The Nation's Capital. Present population, 290,000. **THE EVENING STAR** is the salesman visiting over 92½ per cent of the white homes every evening. It reaches the parlors and libraries of 15,000 homes daily where no other Washington daily is read.

BALTIMORE

The sixth city of the United States and the Gateway to the South. Present population, 558,000. **THE BALTIMORE NEWS** is the salesman reaching practically all of the reading population. It covers in the evening—the proper time—a territory that three morning papers divide.

INDIANAPOLIS

The great railroad centre. Present population, 183,000. For a quarter of a century **THE INDIANAPOLIS NEWS** has daily visited the best families in Indiana. **THE NEWS** reaches more homes every evening than all other Indianapolis papers combined.

MONTREAL

The New York of Canada. Present population, 300,000. **THE MONTREAL STAR** possesses the respect and confidence of its readers and visits ninety per cent of the English-speaking families in its city of publication every evening.

MINNEAPOLIS

The great city of the great Northwest. Present population, 225,000. One of the most profitable fields for experimental work in the country and thoroughly covered by **THE MINNEAPOLIS JOURNAL**, one of the certainties in advertising, with a daily circulation of 57,000.

Here are five salesmen going into practically all homes of the purchasing classes in five leading cities in America. Their use assures results.

M. LEE STARKE

**Tribune Building,
NEW YORK**

Mgr. General Advertising.

**Tribune Building,
CHICAGO**

day Mr. Wanamaker frankly asked him why he pursued a method of getting business that was so far from the legitimate.

"Mr. Wanamaker," he replied with equal frankness, 'there are 1,000,000 people in Philadelphia. Ten per cent of them are fools—100,000. If I can get ten per cent of those—10,000—I can do a profitable business. And you must always remember that our population is increasing.'

"He thrived for a number of years, but on that corner to-day there is no clothing store. Now, right among the sensational, spread-eagle advertisements of to-day there are smaller announcements of firms people trust so implicitly that they don't need much advertising. Their reputations for fair dealing and conservative statements are so firmly established that their column a day carries more weight than somebody else's page. When they say 'Three dollars reduced from five,' the public knows that five dollars was the actual selling price of yesterday. Others resort to little subterfuges—and I confess that I have used them myself—like 'former value five dollars,' meaning, in reality, that they were perhaps worth that in the times of Louis XV. Right here is the diseased member of the advertising body. I indicate the disease, but leave you to infer the remedy. By the law of reaction we'll eventually revert to quieter methods.

"From time to time there has been hot discussion as to who originated the old style pica method of advertising. Mr. Wanamaker says that he selected this type himself, and Mr. Ogden supports him. Some years ago the *Dry Goods Economist* asked me to write an article that would settle the point. I thought it would be easy to do so by looking up the files of Philadelphia papers. But far earlier than 1861, when Mr. Wanamaker began in Oak Hall, I found old style pica ads in Philadelphia dailies, and even ads that had the Wanamaker style of taking the people into his confidence and talk-

ing to each reader individually. None of the advertisers had ever carried the idea out as persistently or fully, but the germ was there, and I concluded that instead of settling the matter with an article I could only add to the fuel of the dispute. The Wanamaker style was a growth, depending on no one man. Each successive writer has added something to it, and the experience of years has added most of all."

JAS. H. COLLINS.

A PRAYER.

O, Powers that be, make me sufficient to my own occasions.

Teach me to know and to observe the Rules of the Game.

Give me to mind my own business at all times and to lose no good opportunity of holding my tongue.

Help me not to cry for the moon or over spilled milk.

Grant me neither to proffer nor to welcome cheap praise; to distinguish sharply between sentiment and sentimentality, cleaving to the one and despising the other.

When it is appointed for me to suffer, let me, so far as may humanly be possible, take example from the dear, well-bred beasts, and go away quietly, to bear my suffering by myself.

Give me to be always a good comrade, and to view the passing show with an eye constantly growing keener, a charity broadening and deepening day by day.

Help me to win, if win I may; but—and this, O Powers! especially—if I may not win, make me a good loser. Amen.—*Robert Frothingham, Advertising Manager Life.*

HARD TIMES IN THIS FIELD OF ADVERTISING.

Some dealers say that mail-order business has not been very successful this season; that a painful dullness has characterized it from beginning to end; that many failures and few successes have been the rule; and that many concerns have been driven very close to bankruptcy by an unaccountable lack of patronage. Still, the mail-order business has succeeded immensely this season—succeeded in eliminating much of the undesirable element and firmly placing itself on a higher plane.

Our penny financiers, instant fortune accumulators, the philanthropic merchant with worthless goods, and the "wise guy," have, with peculiar insistency, claimed hard times. Postal authorities have swooped down on these gentlemen and turned life's dream into a veritable nightmare.—*Western Monthly.*

THE folder from the Ohio Brass Co., Mansfield, Ohio, has only four small pages, but in that compass the writer has fully described a device for enabling people to stop trolley cars on dark roads at night by means of a flashlight.

There are two ways
of covering

Philadelphia

using all the morning
papers—or—going in

The Evening Bulletin

The net daily average paid circulation of
The Bulletin for July was

181,543 copies

**In Philadelphia Nearly Everybody Reads
THE BULLETIN**

THE SIEGEL-COOPER CO.

On September 12 the Siegel-Cooper Co., of New York, will be eight years old. Originally founded by the same interests that controlled the establishment of Siegel, Cooper & Co. in Chicago, the New York house is now an entirely independent business, under the management of B. J. Greenhut. The "Big Store's" advertising appropriation is said to be greater than that of any other departmental business in the metropolis, approximating \$700,000 annually. No other department store in the United States spends more, and perhaps no other spends as much for publicity. This sum includes the expense of trading stamps, which the Siegel-Cooper Co. regard as advertising of a valuable kind, for they can be manipulated to draw people to the store on certain days and to certain departments. An illustration of how trading stamps are used is furnished in the morning business. Advertising has not only built up trade during the duller months of the year and quiet days of the week, but is a potent factor in bringing the purchasing public downtown at hours in the day when the store would be otherwise deserted. Until the introduction of the trading stamp, however, the business done in the mornings was very slender compared with that done in the afternoons. By giving double trading stamps from 8.30 to noon, and single stamps in the afternoon, the store has built up a great morning trade. The crowds that flock downtown under this incentive feels the benefit. The newspaper expenditure of the Siegel-Cooper Co. is naturally large, being centered chiefly in New York evening papers. Sunday advertisements are the most important of the week. Foreign language papers play a vital part in the newspaper advertising, the German dailies being used continually and the Jewish and Italian intermittently. Magazine advertising has grown to be another important channel of publicity in the past year, and promises a great development.

Eastern department stores are adopting the mail-order tactics that were originated by Chicago stores three years ago, and with excellent results. The Siegel-Cooper Co. mail order advertising is handled by a separate department. The magazines bring business from all over the world, orders from the Transvaal for a set of Shakespeare's works and from the Philippines for engraved cards being found in the daily mail. Mail order trade is an important factor in suburban dealings around New York, particularly in groceries and foods. Besides the magazines this mail-order publicity goes into local papers in Porto Rico, Cuba and other countries where business is to be had. General publicity is sought by means of painted bulletins around New York City, and the "Big Store" is said to be the first to make effective use of the transfer slips given on street cars in and around New York. This service has been maintained more than a year, and costs between \$125,000 and \$140,000 yearly. At the outset the transfer slips were used for humorous verses, but recently the copy was modified, and now lays stress on certain brands of food, beverages, toilet articles, cigars, etc., controlled exclusively by the Siegel-Cooper Co. Transfer slips circulate to an enormous extent, the daily average seldom falling below 1,000,000. During July, 1904, the number issued was 34,391,000. Only the surface street car lines in Manhattan, the Bronx and Westchester are covered, Brooklyn being omitted. But a moment's attention is given to the transfer slip, of course, yet the store finds that results justify the large expenditure. A recent auxiliary to this medium is a series of street car cards on lines where the transfers are issued, calling attention to the advertising on the back.

MANAGER—Strange there haven't been any answers to my advertisement for a clerk.

Proprietor—No wonder. You made a mess of that ad. The idea of advertising for a man of "average intelligence!" Everybody who isn't hopelessly below it feels he's far above it.—Michigan Tradesman.

A Man Who Made A Fortune Advertising

proprietary articles, recently said, "I attribute much of my success to the great care taken in selecting attractive, handy and durable packages for my products. The retailer is only too glad to display my goods because they add to the attractiveness of his store, and customers, judging contents by the appearance of a package, try my products rather than those of my competitors, who use ordinary packages."

"Because my packages are handy and durable, they are used long after the contents are consumed, and thus I get free and continuous advertising from the consumer as well as from the storekeeper—and get it, too, without any additional expense."

In accordance with this idea, wide-awake manufacturers, whenever it is at all possible, use

Decorated Tin Boxes

Suppose you write—TO-DAY—for samples, prices and complete information, to the

AMERICAN STOPPER COMPANY

41 VERONA ST.

BROOKLYN, NEW YORK

The Largest Maker of TIN BOXES Outside the Trust.

154,000 COPIES PER
ISSUE OR
MORE THAN **300,000** COPIES PER
WEEK

At only 50 cents an agate line, per week (Two insertions).

This Rate went into effect September 1, 1904.

THE ST. LOUIS SEMI-WEEKLY STAR

(EVERY TUESDAY AND FRIDAY)

"MAKES GOOD TO THE ADVERTISER."

While rate and circulation are important factors when listing mediums, the primary question is "Will the paper make good?" The St. Louis Semi-Weekly Star *makes good*, has *the circulation*, and *reasonable rate*.

JUST SEE HOW WE "MAKE GOOD" TO THESE

NELSON CHESMAN & CO.

Newspaper Advertising Agents.

ST. LOUIS, MO., July 25, 1904.
Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We have been constant users of the advertising columns of the St. Louis Semi-Weekly Star for a large number of our clients since its inception, and we take pleasure in assuring you that results have been thoroughly satisfactory; so much so that we felt warranted in placing your paper among the select few of "best mediums."

Assuring you of continued patronage, we remain, yours respectfully,

NELSON CHESMAN & CO.,

Richard Pendergast, Sec'y.

RED CROSS SUPPLY CO.

Mfrs. of Baking Powders, Extracts,
Soap, etc.

ST. LOUIS, MO., July 14, 1904.

Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We take pleasure in testifying to the remarkable pulling qualities of your Semi-Weekly edition. We have used the Semi-Weekly Star since our inception in business, and invariably with splendid results. In fact, we consider your publication one of the best, if not the very best, on our list.

Trusting that our business relations will be as pleasant and profitable in the future as in the past, we remain,
Very truly yours,

RED CROSS SUPPLY CO.,
F. M. Jacobs, Mgr.

Manufacturers' Distributing Co

Outfitters for Farm and Home.

ST. LOUIS, July 13, 1904.

St. Louis Star, City:

GENTLEMEN—Upon representations of your solicitor we were recently induced to try the Semi-Weekly Star for advertising purposes, and notwithstanding the fact that this is the dull season in our business, the results were gratifying and surprising. We have had a great many answers, and doubtless a considerable business will result. Our experience has certainly proven profitable.

Yours very truly,

MANUFACTURERS' DISTRIBUTING
CO.,
Felix Coste, Pres.

Drs. Francis & Francis, Specialists.

ST. LOUIS, July 14, 1904.

Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We feel that no further testimonial to the result-bringing qualities of your Semi-Weekly edition is needed than the mere fact that we are continuing our advertising straight through the summer months, the Star being one of only two papers out of our list which have brought results sufficient to warrant us in running our advertisement through the supposedly dull season. We take further pleasure in notifying you that in spite of the time of the year there has been no falling off in returns up to the present time.

Sincerely yours,

DRS. FRANCIS & FRANCIS,
Per S. D. Francis.

FOR SAMPLE COPIES, ETC., WRITE TO

THE ST. LOUIS SEMI-WEEKLY STAR

Phone 6759 Cortlandt.

WM. T. BLAINE,

(SPECIAL AGENCY).

Foreign Advertising Manager.

41 PARK ROW,
New York.

Phone 5135 Central

TRIBUNE BUILDING,
Chicago.

W. F. DUNN, Western Mgr.

A STORE FOR WOMEN ADVERTISED BY A WOMAN.

For twenty-five years Blum Brothers, of Philadelphia, have been manufacturers of women's garments, selling their output to dry goods and department stores of the best class. In October, 1902, the firm opened a store of its own in the Quaker City retail district with the idea that a field existed for certain grades of goods not then handled by other stores. Blum Brothers, like most high-grade manufacturers in their field, import creations of the Parisian milliners and tailors for reproduction in this country, but instead of the showy gowns, wraps and hats brought over for the purposes of making a sensation, and fit chiefly for wear on the stage, they have made a specialty of quieter garments, adapted to the ordinary needs of refined women. When the store was opened its underlying idea was to meet the demand for women's wear of this class, selling at one profit. During its career of two years this establishment has become very popular in Philadelphia, and the stock has been about wholly confined to the lines originally installed. Essentially a women's store, the proprietors have found it unprofitable to put in general departments, such as house furnishings, bedding, etc. Even baby clothing has been found outside its legitimate scope.

The advertising of Blum Brothers is directed by a woman, Mrs. Benjamin, who has had experience in several of the large Philadelphia stores and under both the elder and younger Mr. Powers. Her advertising runs along pronounced lines, dealing with fashions and materials. It is conversational and informing, and while price necessarily enters into all offerings, she believes in making it a secondary factor.

"I am sick and tired of the ordinary bargain-methods of advertising," she says, "and know that the better class women are, too. We not only avoid the underprice arguments of the department stores, but oppose their methods

and expose their schemes to sell shoddy goods. Our advertising teaches women the tricks of the trade and puts them on their guard against the deceptions and double-meanings of sensational price advertising. The strength of this store lies in the fact that it is always early with the newest things. At the termination of each season we close out remaining stock at very low prices. Downstairs to-day we are selling at \$1.50 a lot of ladies' waists that were good value at \$5 a month ago. In our advertisement this morning, however, not a word was said about the former selling price of these garments. We go upon the belief that women know values, and that when they come to the store and purchase these waists the impression created among them will be more valuable as advertising than any amount of printed puffery could be. The only instances where we print a comparative price is when something is wrong with the stock. If the color range in a certain line is narrow and we deem it advisable to sell at prices to clear out the line, the price is cut as low or lower than in a bargain store. But in the advertising the real reason for this low price is stated as bluntly as the English language will permit. On stock that is up to our standards of range, color, sizes, etc., no comparative price is printed, no matter how great the reduction.

"One feature of the store we take pride in is the small percentage of returns and exchanges. In some Philadelphia establishments the proportion of exchanges is as high as twenty-five per cent of sales. We consider sixteen per cent abnormal here, and the ordinary average is seldom higher than eleven per cent. Advertising must not only sell goods, but must make satisfied purchasers. Garments carried out of the store are not necessarily sold. Sensational advertising may bring purchasers who will change their minds next day. Our ads oppose the bargain-hunting spirit, educate women to know just what they are buying, and show them the folly of pur-

chasing just because the price is low. For that reason all argument is centered on quality, fit and fashion, and upon the good name and fair dealing of the store. It is reserved in statement because we are eager to have customers find the goods better than the advertising has led them to expect. It is my belief that most women are smarter than the average department store buyer anyway—they know values more thoroughly and it is becoming more and more difficult to fool them.

"Our relations with the foreign milliners and modistes frequently give us advantages over other stores in getting desirable goods to sell at low prices. Some time ago, for example, we had a lot of \$20 skirts that we could sell at \$5. Instead of making a sensational advertising event of this opportunity we printed an announcement in circular form and mailed it to the 4,000 women whose names were on our books. Nearly a week was given them to take first selection of these skirts, and until they had had every chance to buy the line was carefully kept out of our newspaper advertisements. Such methods make prestige for the store far beyond any that could be created by newspaper splurging.

"Practically all the store's publicity is obtained through the Philadelphia newspapers. Our appropriation for the first year was something more than \$100,000, the work of introducing the store and its policy being more costly than the advertising of subsequent years. The second year has been less expensive, and I think that next year, our third, will see a reduction of forty per cent in the cost of advertising. I have no set size or style of ad, nor any favorite days in the week. Whatever store news there may be a-going is printed, and in sufficient space to do justice to the story. Some mornings the ad will run to a quarter page, and on others a quarter column. The morning papers seem to be best for reaching our class of women in this city. We use the *North American and Record*. Among the five morning dailies there are

others that would bring us good results, but these suffice for our needs. In the afternoon the *Bulletin* and *Telegraph* carry our advertising, and it is my belief that the evening papers reach everybody not touched by the morning papers. The same appropriation could be divided between the five morning papers, but the ads would necessarily be small. I think it wisdom to concentrate the advertising in two mediums. We do not use the Sunday papers. Philadelphia is credited with a prejudice against Sunday advertising, and it is well known that the greater number of stores in this city do no advertising on that day. The stores that do employ Sunday papers, however, get excellent returns, and I think that the results from Sunday advertising are growing. But we obtain sufficient publicity on weekdays, and prefer to observe whatever sentiment there may be against advertising on the Sabbath.

"Blum Brothers are about to install several new departments devoted to men's underwear, hosiery and furnishings. While certain lines closely allied to women's garments have proved undesirable, we find that ninety per cent of married women purchase underwear and furnishings for their men folks. There is not only an opportunity to build up that trade in a women's store, but a persistent demand for goods of this character."

'Bout Advertising Letters

The First Edition of "EXCERPTS FROM MY SCRAP-BOOK" in pocket size booklet is ready. First 500 are Autograph copies. Sent for five red stamps or their equivalent.

FRANKLYN HOBBS,
Composer and Editor of *Advertising Letters*
CAXTON BLOCK, CHICAGO.

German Families are Large
and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 150,062 Rate 35c.

THE ADVERTISING MUST FIT THE STORE.

The general term "department store" embraces two distinct varieties of merchandising. Each has its own scheme of advertising.

Stores like Marshall Field & Company's in Chicago and Altman's in New York City do business on a basis of complete stocks. Instead of "departments" the word "sections" is now used in connection with such establishments, as a term that describes a wider range of goods. Each section is a complete store. In the shoe section every bit of merchandise likely to be called for is carried. The rug section has on hand Oriental antiques up to \$3,000 in price. In the clothing sections there is never a break in sizes. Certain cheaper grades of merchandise may be omitted, but above a very definite line of quality the stock is as complete as that of the best specialty store devoted to a single line of merchandise. Such stores form the first class.

The second group of stores is composed of those that deal largely in job lots. Establishments like Macy's in New York and The Fair in Chicago carry very complete stocks with narrower price limits, but much of their business depends on special sales. Other stores go farther along this line and confine themselves almost exclusively to job lots, like the Boston Store in Chicago. They gather from manufacturers and jobbers great stocks in a few departments and sell them quickly by means of advertising and sales. Each week brings its merchandise event. Stocks are not maintained in a complete condition, for all effort is devoted to these sales. As a result, capital is turned very rapidly and frequently. Where stocks in some sections of the Field or Altman stores may be turned only twice a year, those in a job lot store will be turned ten times or more. The latter type of store is most profitable. I have in mind a certain department in such an establishment that turned its stock twenty-six times last year—once every two weeks. On an

original capital of \$3,000 was done a business aggregating between \$75,000 and \$80,000. The same department at Marshall Field & Company's probably turned stock only three times in the same period.

Now, the bargain store dealing in job lots, or making them the main attraction, can get all the publicity it needs from newspaper advertising. It needn't spend a cent in any other medium. Its advertising policy may be expressed in the circus expression, "Here to-day and gone to-morrow." Price is the attraction, and its advertising is for the moment. It has some cumulative effect, but very little.

The advertising of stores in the first group, on the other hand, hinges on cumulative effect. Price is not the attraction, but completeness of stocks and quality. For this reason the newspaper advertising of such a store must be high in tone. Some of them make a practice of never using a comparative price in advertising—as "\$4.50, worth \$6." Prices are printed in light figures, and if black type is employed at all it is for the purpose of laying emphasis on quality. The newspaper advertising of such a store, too, ought to be supplemented with printed matter of the highest quality. Some of the productions now sent out by such establishments are marvels of printing art and expense. The best artists are commissioned to make a poster for the rug section, the finest plates are used, a master-printer works out the creation in several colors, blended to attract and please the most critical eye, and the completed poster is mailed to a selected list of persons under two cent postage. Perhaps the only suggestion of advertising about a poster or folder that cost ten cents to put into a reader's hand is comprised in a single indirect phrase—"Blank & Company invite your inspection of their Rug Store." The higher the proposition advertised in this way, the better the advertising effect, and the more indirect its appeal, curiously enough, the more direct the results. For a high-grade proposition must be set before the classes of people who are

the least susceptible to advertising. Prices and special sales, far from stirring their blood, is sure to repel. Direct advertising hurts, not helps. Price is not offensive in the newspapers, which are a sort of daily bulletin, but in printed literature the appeal must be made wholly to the artistic sense. The less you allude to yourself the more you help your business. Return comes through the cumulative effect of being in business at the same old stand year after year and always having the thing sought for, no matter what its kind or quality.

There is a distinct cumulative effect to the advertising of the bargain store, but it does not come through the advertising itself. Whatever prestige may be left over and above actual results from each sale, is gained in the store by giving good values. The bargain store can use printed matter to good purpose in certain emergencies, but it need never be high-grade printing of the kind employed by the other class of stores. Price—price—price! That's the whole argument. You can print it on manila wrapping paper and it will attract. If it were embodied in a poster it would be misunderstood.

There are many stores in the United States, each with a distinct method of merchandising along one or other of these lines, that are somewhat at sea as to their advertising policies. The high-grade store misses much in cumulative effect by neglect to send out appropriate literature, while the bargain store, keeping close watch on a high class competitor, tries to emulate its fine printed folders, booklets and posters. It may be laid down as a general rule, I think, that either the cheapest kind of literature must be used or the best. All between is waste. The nearer the store comes to its merchandising policy in printed expression the more it conserves advertising energy.

A third class of stores, typified in Wanamaker's Philadelphia and New York establishments, embodies both policies of merchandising. Complete stocks are carried in every department, but at times

the whole line of windows will blossom with one or two kinds of merchandise at special prices, and these will be featured in the ads. While price is made an attraction, however, it is not the chief attraction. Completeness of stocks and high-grade literature establish a spirit of quality that is reflected in these special sales, and the advertising is based on quality rather than price. Yet the publicity of a special sale must always be more or less for the moment. Whether expressed in long, sensational adjectives or the well-bred phrases of the quality store, the excitement of the special sale must be there, and the reader impressed with the necessity for acting.

"Why don't you see a physician?"

"No, siree," answered Farmer Corn-tassel. "If I git cured it's got to be by patent medicine. Nobody gits his pooter in the paper fur being cured by a regular doctor."—*Western Druggist*.

THE Kalorikimik is the only paper written in the Eskimo language, and its home is the little town of Godthaab, in Greenland. This periodical is written, printed and distributed by the editor in person.—*Es.*

Financial Advertising

DURING June, 1904, *The Record-Herald* carried 23,785 lines of Financial Display Advertising, which was 4,310 lines more than carried by any other Chicago paper.

During the year 1903 and during the first six months of 1904, *The Record-Herald* carried more Financial Advertising than any other Chicago paper, notwithstanding *The Record-Herald* refused all bucket-shop and other objectionable financial advertising.

A tribute to the superior quality of *The Record-Herald* circulation—the largest circulation of any newspaper in the United States selling for more than one cent—whether morning or evening.

NEW YORK'S NEWEST STORE

The doors of the new Fourteenth Street Store were thrown open to the shopping public but four months ago, yet the latest venture of Henry Siegel already has an established place and trade in New York's department store district. Within less than a year and a half after the removal of the Macy business from the corner of Fourteenth street and Sixth avenue a building was erected and a great department house put upon a profitable basis, which demonstrates what advertising can accomplish when properly directed. The success seems to be entirely without precedent.

Charles M. Peck, advertising manager of the Fourteenth Street Store, says present indications point to a business aggregating \$10,000,000 the first year. Mr. Peck came from Chicago to direct the advertising of the new store, and has given its publicity a style that stands out among the many pages of department store advertising printed in the New York dailies.

"The store is as great a success as though it had been here twenty years," he says. "It embodies, of course, all that Mr. Siegel has learned of merchandising in his Chicago and New York establishments. The Siegel-Cooper business in Chicago practically created the art of selling merchandise on a huge scale at popular prices, but that store was sixteen years in reaching an annual trade as large as is enjoyed by the Fourteenth Street Store to-day.

"Our advertising is modeled on the lines followed in Chicago, as far as display is concerned. I came here at short notice to get out the preliminary advertising for the new house, and simply followed the same methods. The ads are put together according to a set style every day—that is, each item of store news is written with a certain style of heading, according to its importance, and set in a certain size of type for the body matter. Some items are set one column wide, others two, others three and four columns. This enables the advertising manager to make up his page ad in a way that avoids the monotony inevitable where the same column width is used for every portion of the page, and also permits of variation from day to day that gives piquancy and freshness. It permits, too, of compression in emer-

gency—in fact, the scheme is modeled on the news style of a daily paper, and is as plastic. The greatest advantage of a set style, however, is the ease with which it can be handled by assistants. After the advertising manager has decided the relative importance to be accorded a certain department an assistant can do the rest, from writing to proof reading.

"The detail of department store advertising must be systematized and handed over to assistants as far as possible, for the advertising manager's attention is needed for other matters. He must not only know advertising, but be thoroughly familiar with demand, the seasonability of goods, the quantity of goods that can be disposed of at certain times in certain departments, the amount of money that can be profitably expended in advertising a given sale or line, and so forth. There are seventy-five departments in the Fourteenth Street Store, representing thousands of lines of merchandise. There are certain times in the year when each of these lines will sell better than at any other time. The advertising man must know these seasons. Furthermore, he must know the approximate drawing power of each paper, so that his publicity will bring the maximum of business at the minimum of cost for space. Generally speaking, there is no profit in the advertised goods. About twelve per cent margin is figured on them, whereas the cost of carrying on the business is twenty per cent. Every dollar's worth of space must be filled with leaders that will pull. Then competition must be taken into consideration. I find that so far as adwriting and management are concerned there is little difference between New York and Chicago methods. But in Chicago all the stores are in a great central district, and all the advertising helps all the stores. In New York the shopping district is spread out over a wide territory, and each store must pull for itself. The advertising must be massed on the days when competition is keenest and all the stores are using big space.

"A very definite flow and ebb of advertising runs through the week. Sunday is the big advertising day in New York, and Monday's business in this store will range from \$40,000 to \$50,000. Saturday is as big in point of business, but the crowd comes out

with less advertising. The Sunday advertising is of a general nature, covering many departments. On Monday we advertise ready-to-wear goods. On Tuesday household furnishings, furniture, etc., are featured. Wednesday's advertising is concentrated on the dry goods and piece goods sections. Thursday is a general merchandise day, and Friday's advertising is keyed to the big sales of men's goods that characterize Saturday. Saturday advertising in New York and Chicago is light, but in Philadelphia, where the Sunday papers are not so thoroughly read, Saturday is an important day for advertising Monday leaders. To make every day in the week a big selling event would cost the Fourteenth Street Store about \$200,000 a year more for advertising. The present expenditure is about \$350,000. Naturally, our first year's advertising will be larger than the second, because we are printing bigger ads and offering more attractive bargains.

"The charge of sensationalism is often brought against a store like this, but careful analysis of our advertising will show that we are not given to exaggeration. Great care must be taken not to over-praise goods. Under-praise doesn't pull so well, but it is more productive, in the long run. So far as matter goes, our advertising statements are ultra conservative. The manner of telling the store news is highly colored, perhaps, for our clientele is more susceptible to earnest, high-keyed advertising. We get the best results in papers edited on the same lines, and of extremely popular circulation. The evening papers carry the bulk of our business. The *World* and *Journal* are about on a par for results, figuring business produced by the cost of space. The *Telegram* and *Sun* are second, and about equally productive on the same basis. On Sunday the *Journal* and *World* lead, and the *Herald* is next in importance. Critics who decry sensationalism in department store advertising should distinguish between exaggeration and what is simply a strong way of stating absolute truth. The first is rarer than they presume. The people we are aiming at are impressionable, and unless our methods are more or less impressionistic we shouldn't be able to turn stock seven times a year.

"The work of a department store

adman is the hardest in all advertising, but it pays better returns than any other line to men who can fill the positions. There are not many high-class men. I could name eight or ten large stores that are looking for advertising men this moment. When the first advertising man got up to a salary of \$10,000 a year it was in a department store, and the news went back and forth across the country as a modern wonder. But the advertising man of Gimbel Brothers, Philadelphia, draws \$16,000 a year as a straight salary, while many advertising men in leading stores share in the profits of the business. I have heard that Mr. Conne, of Saks & Company, New York, makes as much as \$20,000 a year in salary and profits. The qualifications of a man capable of earning so much money are hard to define, but I should say the chief requisite is the nose for store news. Many of the department store advertising men have graduated from journalism. The newspaper offers an invaluable training to a man with the right qualifications, and after that he must learn merchandising. My own experience includes seventeen years in daily newspaper work, and I left an editorial salary of \$100 a week to take a \$30 position in a store when I changed. It looked like a losing proposition then, but I had faith in the prospects this field offered, and seven years' experience proves that I was not mistaken."

INTERNATIONAL ADVERTISING ASSOCIATION.

114 FIFTH AVENUE,
NEW YORK, AUG. 29, 1904.

Editor of PRINTERS' INK :

In the current issue of the *National Advertiser* I see the statement that you are the only applicant for membership in the International Advertising Association. If this were so I should write you commending your courage and your desire to aid and assist the association formed by intelligent men to foster the advertising interests in this country. It gives me pleasure, however, to tell you that you are not alone by any means, as daily the list of members is increasing. What is particularly encouraging and pleasing to the Association is that those who have made application for membership are all men who enjoy a reputation for intelligence and progressive business methods.

Very truly yours,

H. G. MURRAY,
Mgr. International Advertising Ass'n.

AN enterprising business man intends starting a restaurant, and has a large sign out, which reads: "Will open in a few days—Wait for us!"—He must think, that the St. Louis people eat on the installment plan!—*St. Louis Humorist*.

THE DEPARTMENT STORE IN ENGLAND.

By T. Russell.

The greatest, or at least the most evident, difference between the department store in the United States and the department store in England is, that the former derives a large share of its commercial vitality from advertising, while the latter depends almost entirely upon low prices, or rather upon a reputation for low prices, to keep up its business.

No doubt department stores in America cut prices and are known to do so. But their business appears to differ from the business of similar institutions in England in an important particular arising entirely out of the other difference just mentioned. Whereas the English store sets out to supply whatever demand exists, the American store sets out to create a demand. Here, the starting point is the woman who wants to buy something. The English miscellaneous store has large stocks, well displayed and offered at low prices, to fulfil her requirement and attract her away from the small individual trader; but it does practically nothing to influence the woman who isn't aware of any precise want. Now your stores are steadily on the lookout for just this woman. They know her mind better than she knows it herself. If one of them sat down and waited until she knew what she wanted, English fashion, it would soon be cobwebbed over, while the persuaded purchaser rushed the counters of the retail establishment.

* * *

Our big stores do, from time to time, advertise a little; but it is always a momentary effort. Only one department store here, as far as I can see, continually advertises, and that is Catesby's—an institution avowedly run on American lines and inspired by American examples; and even Catesby does most of his business in one or two special lines, all the year round, besides being complicated by mail-order and credit plans. The bulk of the miscellaneous stores only

advertise for a few days at what they call "sale times," when they offer what you call "bargains."

* * *

If I understand correctly the American plan, bargain days are days on which the profit is cut lower than ever in certain lines or departments of merchandise, and cut for the express purpose of making business. The object of a "sale" in England is not to promote business so much as to clear goods out of stock which the advertiser is afraid he will be "stuck with." Hence "sales" occur only once (or at most, twice) a year; and to have very frequent "sales" gives a bad name to the store which has them. "Sales" are not systematic features; they are regretted incidents, and the advertising done in connection with them is wrung out of reluctant coffers, not gladly spent as a remunerative investment. Probably these "sales" are not conducted at a loss, all round; but I do not think there is much profit attached to them.

* * *

Remembering that the English miscellaneous retailer generally starts with the presumption that people must know they want something before he can expect their trade, and that when they want something they will go out to look for it, there is nothing to be surprised at in the fact that well arranged and handsome window displays which cost but little are preferred before extensive newspaper advertising, which costs a good deal. The only other kind of advertising done (if you call it advertising at all to keep what is offered on view in the window) is catalogue printing, and in this respect most of the miscellaneous retailers do generous work. A price list of anything from five to seven hundred pages is not unusually published as often as four times a year, often strongly bound in linen. But a good deal of the expense of these price books (themselves an illustration of the fact that the English correlative of the department store depends almost entirely upon cut prices for its trade) is

recouped by the large number of advertisement-pages let to manufacturers whose goods are handled. These pages are not always very willingly paid for by the latter. It is a pretty well-accepted maxim among advertisers that price list advertising of this kind is of no value; but it has to be done, or the concern issuing the list will give a black-eye to the goods of the manufacturer who refuses to come in. Hence the expense is usually regarded in the light of a concealed discount and not as regular publicity, though no doubt it is charged to advertising account. But these books are extremely good advertising for the retailer. They are indeed indispensable, and no doubt (though the retailer does not know it,) they often actually create business. A miscellaneous retailer who recognized this, and extended his publicity to newspapers, using the form of copy, and constantly changing copy, which is employed by American department stores, would probably get a lot of trade.

* * *

The reason for the rather peculiar attitude of the miscellaneous retailer is (like the reason for most anomalies here) historical. The first miscellaneous stores were co-operative societies composed of Government employees, and soon imitated by other societies. There is an immense business done by Industrial Co-operative Societies all over the kingdom, which trade with their own members and divide the profit. Naturally no advertising is necessary for any of these. When retail trade began to suffer from the competition of the "Civil Service Stores" (as they were first called—about thirty years ago) it was perceived that one condition which enabled the latter to trade successfully was the Cash System, and very soon other retailers began to charge lower cash prices than credit prices. They had brought trouble on themselves by charging the cash buyer just as high as the buyer who wanted long credit, and sometimes (of course) never paid at all. The success of the

really co-operative miscellaneous stores led to the establishment of competing stores, often called co-operative, though they were not real ones. But as the co-operative societies did not need to advertise, the others were not as a rule induced to do so. A few of them now begin to do a little advertising, but it is not aggressive in its character and does not take the form likely to create new demand.

ADVERTISING VOCE SOLA.

The barkers employed by the amusement companies at Coney Island have all kinds of methods for drawing crowds. One of the most interesting is caller for the circular swing, who yells rhymes through a megaphone. Sometimes he calls:

Get off the earth, go up in the air,
It makes you feel like a millionaire.
Ten cents pays the fare—

So what do you care.

Or again he cries:

Above the trees,
You fan the breeze,
Give your girl a squeeze
As much as you please,
For nobody sees.

When the crowd hesitates, he announces:

We fly in a minute,
You want to be in it.

—New York Sun.

**YOU CAN'T COVER
TORONTO WITHOUT**

**THE
STAR**

**Sworn daily average
past six months**

30,045

**An increase of 50 per cent
in last twelve months, but
no advance in rates.**

**Sworn Detailed Statement on
application.**

The Star

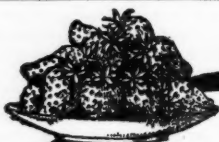
Toronto, - - Canada.

WEEKLY AD CONTEST.

TWENTY-SEVENTH WEEK.

In response to the weekly ad contest thirty-seven advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent

should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and



Berries and Butter

It's astonishing what a little thing will spoil your butter. Even the delicate odor of ripe berries will entirely change its flavor. That's the reason ordinary butter is worse sometimes than others. It depends upon whether it has been associated with flowers or fish. Meadow Gold Butter is made amid wholesome surroundings and packed at the creamery in airtight, odor-proof packages, which protect it against contact with anything harmful or injurious. Its delicious flavor and appetizing freshness invite a trial. Try a package to-day.

ASK YOUR DEALER FOR IT.

BEATRICE CREAMERY CO.
10TH AND HOWARD STS.

in by H. Lewis, P. O. Box 27, Exeter, Neb., and it appeared in the Omaha *World-Herald*, for August 24, 1904. A coupon was mailed to Mr. Lewis, as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care

date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should be preferably announcements of some retail business

OMIT VINEGAR IN THE ADVERTISING SALAD.

A salad-making contest took place recently in Paris. All the celebrated chefs of the world were present and each tried his best recipe in order to win the gold medal. An American chef had quite a reputation for his salads, and when it came his turn he mixed the ingredients, the same as the others, but just before completing the mixture drew from his vest pocket a small vial and poured ten drops of pure crystal fluid into his salad and placed it before the conclave.

When they tasted the salad they declared it the best they had ever eaten,

and the gold medal was awarded him. All wanted to know what the vial contained. They were certain it was the secret of the delicious taste of the salad. The American told them it was nothing more or less than pure water.

The country is flooded with advertising writers who can make advertisements, as the chefs mix salads, but it is always the man who uses something very, very ordinary, but who knows how and where to use it, who wins the prize. Common water may or may not help a salad, but it evidently did in this case. Common sense, however, goes a great way in making an advertisement readable and attractive.—*Publicity.*

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,851. Republic, weekly aver. 1903, 2,814.

Birmingham, Ledger, dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903 6,088. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 2,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual average 1903, 4,550, four months 1904, 4,720.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,100, March, 6,350. E. Katz, Sp. Ag., N. Y.

Oakland, Sign of the Times. Actual weekly average for 1903, 32,342.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Diego, San Diego Sun. Daily average for 1903, 2,787. W. H. Porterfield, pub.

San Francisco, Call, d'y and S'y. J. D. Sprockels. Actual daily average for year ending June, 1904, 61,802; Sunday, 25,784.

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug. 1902, 2,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,666.

San Jose, Pacific Tree and Vine, mo. W. G. Rohmann. Actual average, 1903, 6,135. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 28,782. Average for July, 1904, 45,915. Gain, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 13,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,317.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, first 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903, 4,988, first six months 1904, 5,175.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,088 (20).

National Tribune, weekly. Average for 1902 104,599. First six mos. 1903, 112,968. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,298. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 28,928 June, 1904, 44,051. Semi-weekly \$9,931.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 20,125. Average first six months 1904, 28,666.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640.

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 2,475. First 6 mos. 1904, dy. 2,016, wy. 2,866.

ILLINOIS.

Calne, Citizen. Daily average 1903, 818; weekly, 1,110. First six months 1904, daily, 1,177; weekly, 1,135. June, 1904, daily, 1,521.

Champaign, News. In 1904 no issue less than 1,100 daily and 3,400 weekly (103). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,052.

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation 50,000 copies, reaching over one-fourth of the American medical profession.

Chicago, American Bee Journal, weekly. Actual average for 1903, 7,455.

Chicago, Bakers' Helper, monthly. H. R. Ciasold. Average for 1903, 4,175 (60).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880, 20 weeks ending May 18, 1904, 69,162.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (60).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

Chicago, Home Defender, mo. T. G. Mauritsen. Act. av. 1903, 23,500. Last 3 mos. 1903, 24,000.

Chicago, Journal Amer. Med. Assoc. W. y. av. 1903, 28,615. First six months 1904, 31,156.

Masonic Voice-Review, mo. Average for 1902, 26,041. For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1903, 2,066.

Chicago, Musical Leader & Concert-Goer, w. y. Aver. year ending January 4, 13,548.

Chicago, National Harness Review, mo. Av. for 1902, 5,291. First 3 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1903, 2,041.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,217.

Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785.

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,542.

Gibson City, Courier, weekly. Estab. 1873. Actual average year ending June 30, 1904, 1,292.

Kewanee, Star-Courier. Av. for 1903, daily 2,038, w. y. 1,414. Daily 1st 6 mos. '04, 2,296.

La Salle, Ray-Promien, Polish, weekly. Averages 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Register Gazette. Dy. av. for 1903, 5,226, s. w. y. 6,416. Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.

INDIANA.

Connersville, Courier, weekly. Actual average for 1903, 1,567.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 11,212 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 12,852, s'y 14,126. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,278. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1903, 69,885, first six months 1904, 72,853.

Indianapolis, Star. Aver. net sales for July (all returns and unsold copies deducted), 93,261.

Lafayette, Morning Journal, daily. Sworn average 1903, 4,002; July, 1904, 4,562.

Martins, Leader, daily. W. B. Westlake, pub. Actual aver. for 6 mos. end, June 30, '04, 5,741.

Muncie, Star, d'y and S'y. Star Pub. Co. Av. for 1903, d'y 25,856, s'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

Richmond, Evening Item. Sworn dy. av. for 1904, 5,552. Same for Dec., 1903, 5,742.

Richmond, Sun-Telegram. Sworn av. 1903, dy. 8,211. For Feb., 1904, 8,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for July, 6,890.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; w. y., 5,272.

IOWA.

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864, Jan., 1904, 6,050.

Davenport, Times. Daily aver. 1903, 8,025, s. w. y. 1,660. Daily aver. March, 1904, 9,503. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 20,681. March, 1904, 40,856.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 21,898.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,876.

Des Moines, Spirit of the West, w. y. Horne and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, w. y. Est. 1879. Actual average for 1903, 55,769.

Muscatine, Journal. Daily av. 1903 4,349, emt weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492, daily av. for first six months of 1904, 20,766. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 5,532; growing fast.

Lexington, Leader. Av. '03, 2,328, Sp. 4,092, 1st q't'r '04, dy. 3,024, Sp. 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,064.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end, June 30, '04, net paid cir. 2,927.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,293, Feb., 20,512; March, 20,654.

New Orleans, News. Dy. av. 1903, 17,522, Sunday 17,687.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '03, 4,750.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269, 995.

Bangor, Commercial. Average for 1903, daily 2,215, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904.

Watson, Evening Journal, daily. Aver. for 1903, 6,814 (60), weekly 15,452 (60).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903 daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582. For July, 1904, 54,852.

MASSACHUSETTS.

Boston, Evening Transcript (60x41). Boston's top table paper. Largest amount of week-day adv.

Boston, Globe. Average for 1903, daily, 195,554, Sunday, 297,824.

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580.

Boston, Post, dy. Average for 1903, 178,808. Av. for April, 1904, dy. 218,157, Sy. 177,050. Largest p.m. or a.m. sale in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1903, 73,352. In 1902, 70,666. For 1904, to June 1, daily average, 82,794.

Largest evening circulation in New England. Repr.: Smith & Thompson, N.Y. and Chicago.

East Northfield, Record of Christian Work, mo. 61. Avcr. for year ending Dec. 31, 1903, 20,250. Use if you want a strictly home circulation—that sticks. Page rate \$2.50 flat, pro rata.

Glosserster, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 3,367. Daily av. printed June, 1904, 5,858.

Springfield, Good Housekeeping, mo. Average for 1903, 155,992. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,542 (60), Sun. 15,270 (60), w'y. 4,086.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (60). Average Jan., 5,186. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 5,912. Avcr. 1st 4 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Avcr. year end. June 30, '04, 6,067 (3). Av. for June, 6,886 (3).

Grand Rapids, Evening Press, dy. Average 1903, 87,499. 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,824, first six months 1904, 26,187.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (46). Average for first six months 1903, 4,328.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649. Av. July, 1904, 6,758.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,531, June, 9,530, a-w. 9,281.

Kalamazoo, Gazette-News, 1903, daily, 8,671. Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 months to June 1st, 10,198.

Saginaw, Courier-Herald, daily, Sunday. Average 1903, 8,255; July, 1904, 10,566.

Saginaw, Evening News, daily. Average for 1903, 11,515. July, 1904, daily 14,971.

MINNESOTA.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1903, daily, 66,872; Sunday, 56,550. For 1903, daily average, 72,882; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first six months of 1904 was 68,957. The daily average for the first six months of year was 85,612.

The only Minneapolis daily listed in Ronelli's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Avcr. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854. First six months 1904, 79,500.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,957.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 268,250.

Minneapolis, Journal, daily. Journal Printing Co. Average for first 7 mos. in 1904, 68,426.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,898. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 21,541.

St. Paul, News, daily. Actual average for 1903, 35,816.

St. Paul, Pioneer-Press. Daily average for 1903 34,298, Sunday 30,928.

St. Paul, The Farmer, ag'l, a-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av year end. February, 77,861. Actual present av. 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, w'y. 28,414, Sonntagsblatt 28,402.

Winona, Republican and Herald, daily. Average 1902, 3,302; 1903, 4,044.

Winona, Westliche Herold. Average 1903, 22,519; Sonntags Winona, 25,111; Volksblatt des Westens, 30,045.

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550. In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, July, 1904, 12,158. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 182,728.

Kansas City, World, daily. Actual average for 1903, 61,332.

Springfield, Sunny South, monthly. Actual average for 1903, 3,255.

St. Joseph, News and Press. Daily aver. for 1903, 30,418. Last 3 mos. 1903, 25,663.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

National Farmer and Stock Grower, mo. 12 mos. end. Dec., 1903, 106,625. 1902, 68,532.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,506,462. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Ansel, The Nebraskan, monthly. A. H. Barks, pub. Actual average 1903, 5,085.

Lincoln, Daily Star. Actual average for 1903, 11,165, April, 1904, 14,485.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,208.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 152,035.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,510.

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,600.



Omaha, Den Danske Pioneer, wy. Sophus F. Nebel Pub. Co. *Average for 1903, \$9,084.*

Omaha, News, daily. *Actual average for 1903, 41,824.*

NEW HAMPSHIRE.

Franklin Falls, Journal Transcript, weekly. Towne & Robie. *Actual average 1903, 8,560.*

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. *Actual average 1903, 8,792. In 1902, 8,556.*

Camden, Daily Courier. Est. 1876. *Net aver. circulation for 6 mos. end. April, 30, 1904, 7,702.*

Camden, Post-Telegram. *Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,889.*

Clayton, Reporter, weekly. A. F. Jenkins, Pub. *Actual average for 1903, 2,019.*

Hoboken, Observer, daily. *Actual average 1902, 18,097; Sept., 1903, 22,751.*

Jersey City, Evening Journal. *Average for 1903, 19,012. First six months 1904, 21,024.*

Newark, Evening News. Evening News Pub. Co. *Av. for 1903, daily 58,896. Sunday 16,291.*

Newmarket, Advertiser' Guide, mo. Stanley Day, publisher. *Average for 1903, 5,125.*

Red Bank, Register, weekly. Est. 1878. John H. Cook. *Actual average 1903, 2,961.*

Washington, Star, wy. Sworn av. '03, 8,759. *Every issue since Feb., '04, more than 8,900.*

NEW YORK.

Albany, Journal, evening. Journal Co. *Average one year to April 30, 1904, 17,288.*

Albany, Times Union, every evening. Establ. 1886. *Average for first three months 1904, 29,626.*

Batavia, News, evening. *Average 1903, 6,437. Six months, 1904, 6,810.*

Binghamton, Evening Herald, daily. Herald Co. *Average for first three months 1904, 18,210.*

Buffalo, Courier, morn.; Enquirer, even. W. J. Connors. *Aver. for 1903, morning 50,852, evening 58,082; Sunday average 68,586.*

Buffalo, Evening News. *Daily average 1903, 79,402. First 3 months 1904, 85,949.*

Catskill, Recorder, weekly. Harry Hall, editor. *1903 av., 3,408. Av. June, 1904, 3,618.*

Certland, Democrat, Fridays. Est. 1840. *Aver. 1903, 2,248. Only Dem. paper in county.*

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. *Circulation 1903, 2,821.*

Mount Vernon, Daily Argus. *Average 1903, 2,989. Westchester County's leading paper.*

Newburgh, News, daily. *Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.*

New York City.

American Engineer, my. R. M. Van Arsdale, pub. *Av. 1903, 8,875. Av. for 1904, 4,600.*

American Machinist, w'y, machine construc. (Also European edition.) *Average 1903, 20,475.*

Army & Navy Journal. Est. 1863. *Weekly aver. for 1903, 9,026 (20). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.*

Automobile (The), weekly. Flatiron Building. *Average circulation 1903, 10,022.*

Baker's Review, monthly. W. R. Gregory Co., publishers. *Actual average for 1903, 4,450. Average for last three months 1903, 4,700.*

Bensiger's Magazine, family monthly. Bensiger Bros. *Average for 1903, 29,208. Your advertisement in Bensiger's Magazine will bring you business, because its circulation has QUANTITY, CHARACTER, INFLUENCE.*

Bensiger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1903, 26,912 (20) (689).*

Dry Goods, monthly. Max Jagerhuber, publishers. *Actual average for 1903, 4,866.*

El Comercio, mo. Spanish export. J. Shepard Clark Co. *Average for 1903, 6,667.*

Electrical Review, weekly. Electrical Review Pub. Co. *Average for 1903, 6,885 (20).*

Elite Styles, monthly. Purely fashion. *Actual average for 1903, 62,125.*

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. *Average circulation 1903, 12,642 (20).*

Forward, daily. Forward Association. *Average for 1903, 43,241.*

Four-Track News, monthly. *Actual av. paid for six months ending August 1904, 95,000; September edition guaranteed 100,000.*

Haberianber, mo., est. 1881. *Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000. (20).

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. *Actual average 1903, 86,540.*

Leslie's Monthly Magazine, New York. *Average circulation for the past 12 months, 218,654. Present average circulation 228,378.*

Music Trade Review, music trade and art weekly. *Average for 1903, 6,585.*

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. *1903 av. cir. 6,402.*

Newspaperdom, w'ly. Recognized journal of newspaper pub'g and adv'g. *Aver. 1903, 5,129.*

New Thought, monthly. 27 E. 23d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking.

Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Est. 1888. *Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,808.*

The Ladies' World, mo., household. *Average net paid circulation, 1903, 480,155.*

The People's Home Journal. 515,250 monthly. Good Literature, 454,888 monthly. *average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.*

The Wall Street Journal. Dow, Jones & Co., pub. *Daily average for 1903, 11,987.*

The World. *Actual aver. for 1903, Morn., 278,607; Evening, 357,102. Sunday, 388,650.*

Toilettes, fashion, monthly. Max Jagerhuber, publisher. *Actual average for 1903, 81,800.*

Rochester, Case and Comment, mo. *Last. Av. or 1903, 20,000; 1 year's average, 20,136.*

Schenectady, Gazette, daily. A. N. Lietz, *Average for 1903, 9,097. Actual average for 1903, 11,628.*

Syracuse, Evening Herald, daily. Herald Co., pub. *Aver. 1903, daily 23,107; Sunday 23,496.*

Utica, National Electrical Contractor, mo. *Average for 1903, 2,708.*

Utica, Press, daily. Otto A. Meyer, publisher. *Average for 1903, 14,004.*

Warsaw, Western New Yorker, weekly. *Average for 1903, 8,802. In county of 22,000 with no daily.*

Wellsville, Reporter. *Only dy. and s-w'y. in Co. Av. 1903, daily, 1,184; semi-weekly, 2,988.*

NORTH CAROLINA.

Charlotte, Observer. *North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 5,800. First three months 1904, 6,578.*

Elizabeth City, Tar Heel, weekly. *Actual average 1903, 5,800. Covers ten counties.*

Raleigh, Biblical Recorder, weekly. *Average 1903, 8,872. First five months 1904, 10,166.*

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,882. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Marnell, N.Y. Rep.

Grand Forks. Normanden, weekly. *Av. for 1903* 5,451. *Guar. 6,550 after August 1, 1904.*

Wahpeton. Gazette. *Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, 3,300.*

OHIO.

Akron. Beacon Journal. *Average 1903, 8,208. N. Y., 525 Temple Court. Av. April, 1904, 9,494.*

Cincinnati. Mixer and Server, monthly. *Actual average for 1903, 18,088. Actual average for 1904, 45,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.*

Cleveland. Plain Dealer. *Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. July, 1904, 81,680 daily; Sunday, 68,150.*

Dayton Daily News

Average for 1903, 16,407; July, 1904, 18,894. THE ONE DAILY in a one-daily city. Thorough canvas of all homes in Dayton shows the following:

News - - - 13,429
Herald, Journal, Press 11,851

News over all - 1,578

Lancaster. Fairfield Co. Republican. *In August, '02, no issue less than 1,680 for 2 years.*

London. Democrat, semi-wy. *Actual average 1903, 8,101. Average 1903, 5,309, six months 1904, 5,532.*

Mansfield. Daily News. *Act. aver. year end. June 30, '04, 4,280 (3). First 6 mos. '04, 4,552 (3).*

Springfield. Farm and Fireside, agricultural, semi-monthly, est. 1877. *Actual average for 1903, 525,670. Actual average for first six months, 1903, 540,675.*

Springfield. Press-Republic. *Aver. 1903, 9,288. April, '04, 10,155. N. Y. office, 523 Temple Court.*

Springfield. Woman's Home Companion, household monthly, est. 1873. *Actual av. for 1903, 584,250. Actual average for first six months 1903, 585,166.*

Toledo. Medical and Surgical Reporter, mo. *Actual average 1903, 10,088.*

Washington. Court House, Fayette Co. Record, weekly. *Actual average 1903, 1,775.*

Youngstown. Vindicator. *D'y ar, '03, 11,009. LaCoste & Maxwell, N. Y., Eastern Reps.*

Zanesville. Signal, daily, reaches S. E. Ohio. *Guarantees 5,000. Average six mos. 1904, 5,614.*

Zanesville. Times-Recorder. *Aver. year end. Aug. 1, 1904, 7,891 (3). Sworn aver. 7 mos. 1904, 8,247 (3). Guaranteed double nearest competitor and to exceed combined competitors.*

OKLAHOMA.

Guthrie. Oklahoma Farmer, wy. *Actual average 1903, 28,020.*

Guthrie. Oklahoma State Capital, dy. and wy. *Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.*

Oklahoma City. The Oklahoman. *1903 aver., 5,516; August, '04, 5,518. E. Katz, Agent, N. Y.*

OREGON.

Astoria. Lannetier. C. C. C. Rosenberg, Finnish, weekly. *Average 1903, 1,898.*

Portland. Evening Telegram, dy. (ex. Sun) *Sworn circ'n six months ending June 30, 21,148.*

Portland. Oregon Daily Journal. *Actual aver. 7 mos. 1903, 8,946; first 7 months 1904, 14,479.*

PENNSYLVANIA.

Chester. Times, ev'g d'y. *Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.*

Connellsville. Courier, daily. *Aver. for 1903, 1,848, weekly for 1903, 5,090, daily average April, 1904, 5,019.*

Erie. People, weekly. *Aug. Klenke, Mgr. Average 1903, 2,088.*

Erie. Times, daily. *Average for 1903, 11,208. July, 1904, 14,285. E. Katz, Sp. Ag., N. Y.*

Philadelphia. Camera, monthly. *Frank V. Chambers. Average for 1903, 7,190.*

Philadelphia. German Daily Gazette. *Aver. circulation first six mos. 1904, daily 48,942, Sunday 57,268. Sworn statement. Cir. books open.*

Philadelphia. Press. *Av. circ. over 100,000 daily. Net average for July, 1904, 110,685.*

The Philadelphia Bulletin's Circulation

for the first seven months of 1904, compared with the previous year, is as follows:

| | 1903 | 1904 |
|----------|---------|----------------|
| Jan. . | 129,173 | 159,377 copies |
| Feb. . | 140,056 | 186,890 " |
| Mar. . | 146,774 | 183,837 " |
| April. . | 146,597 | 182,679 " |
| May. . | 139,877 | 179,543 " |
| June. . | 144,610 | 185,319 " |
| July. . | 142,597 | 181,543 " |

Av'ge for 7 mos. 1903, 141,383 copies. Av'ge for 7 mos. 1904, 179,884 copies.

Average daily 38,501 **copies**
increase

The BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

Daily Copies 136,178

ACTUAL CIRCULATION FOR JULY:

| | | | |
|---------|------------------|---------|-----------------|
| 1..... | 131,681 | 16..... | 131,503 |
| 2..... | 130,485 | 17..... | Sunday no issue |
| 3..... | Sunday no issue | 18..... | 136,079 |
| 4..... | Holiday no issue | 19..... | 135,567 |
| 5..... | 135,361 | 20..... | 135,686 |
| 6..... | 133,536 | 21..... | 132,538 |
| 7..... | 132,589 | 22..... | 133,150 |
| 8..... | 136,447 | 23..... | 158,674 |
| 9..... | 143,392 | 24..... | Sunday no issue |
| 10..... | Sunday no issue | 25..... | 133,069 |
| 11..... | 135,668 | 26..... | 134,622 |
| 12..... | 139,619 | 27..... | 135,464 |
| 13..... | 137,461 | 28..... | 142,075 |
| 14..... | 131,109 | 29..... | 130,117 |
| 15..... | 140,596 | 30..... | 136,721 |

Total for 25 days..... 3,404,460
Daily net average..... 136,178

BARCLAY H. WARBURTON.
President.

Philadelphia, Aug. 5, 1904.
THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there

Philadelphia. Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1903, \$44,676. *Printers' Ink* awarded the seventh Sugar Bount to Farm Journal with this inscription:



"Awarded June 26th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising' to the 'Farm Journal.' After a canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultu- 'ral population, and as an effective and economi- 'cal medium for communicating with them, 'through its advertising columns."

Pittsburg. Labor World, wy. Ar. 1903, 18,-088. Reaches best paid class of workmen in U.S.

Pottsville. Evening Chronicle. Official county organ. Daily average 1903, 6,448.

Seranton. Times, every evg. E. J. Lynett. Ar. for 1903, 21,604. *La Crosse & Maxwell, N. Y.*

Washington. Reporter and Observer. Six months ending June 30th, 10,745.

West Chester. Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport. Grit. America's Greatest Weekly. Net paid average 1903, 181,348. Smith & Thompson, iteps., New York and Chicago.

York. Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence. Daily Journal. 16,485 (60) Sunday, 19,892 (60). Evening Bulletin 26,986 average 1903. Providence Journal Co., pub.

Westerly. Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson. People's Advocate, weekly. G. P. Browne. Average 1903, no issue less than 1,750.

Charleston. Evening Post. Actual dy. aver. for second 3 months 1904, 2,727.

Columbia. State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,568 (60) semi-weekly, 2,016 Sunday, 7,705. First six mos. 1904, daily 7,699, Sunday 8,928.

SOUTH DAKOTA.

Sioux Falls. Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819. Actual daily aver. for 1903, 8,282.

TENNESSEE.

Lewisburg. Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,301.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,929, Sunday 28,089, weekly 72,221 (60). Last 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

Memphis. Morning News. Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,589.

Nashville. Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,251. Only Nash-ville daily eligible to Roll of Honor.

Nashville. Progressive Teacher and South'n School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton. Denton Co. Record and Chronicle wy. W. C. Edwards. Average for 1903, 2,629.

El Paso. Herald. Dy. av. 1903, 2,965; April, 1904, 4,264. Merchants' canvases showed Herald in 10 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

La Porte. Chronicle, weekly. G. E. Kopple, publisher. Average for 1903, 1,247.

Paris. Advocate, dy. W. N. Furey, pub. Act-ual average, 1903, 1,227.

UTAH.

Ogden. Standard. Wm. Glassman, pub. Ar. for 1903, daily 4,881, semi-weekly 3,158.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1903 2,710. Five months in 1904, 3,062.

Burlington. Free Press. Daily av. '03, 5,566, 9 mos. to June 1, 5,929. Only Vermont paper ex-aminated by Association of American Advertisers.

Burlington. News. Jos. Auld. Actual daily average 1903, 5,046, sworn at, April, 5,655.

VIRGINIA.

Norfolk. Dispatch, daily. Sworn average for 1903, 5,092; for 1903, 7,482; February, 8,448; March, 9,241.

Richmond. News Leader, every evening ex-cept Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond. Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Tacoma. Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 6 mos. 1904, dy., 14,872; Sy., 18,294; wy., 9,501. S. C. Beck-with, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Horner, pub. Average for 1903, 2,501 (1064).

Wheeling. News. Daily paid circ'n 9,707. Sunday paid circ'n 10,229. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse. Chronicle. Daily average year end. June, 1904, 5,885 (3). Aver. June, 1904, 6,671.

La Crosse. Leader-Press, daily. Actual aver- age 1903, 2,590.

Milwaukee. Evening Wisconsin, d'y. Evg. Wis-consin Co. Average for 1903, 21,981; December 1903, 25,090; June, 1904, 26,096 (60).

Milwaukee. Germania-Abendpost, dy. Ar. for year end'y Feb., '04, 22,876; av. Feb., '04, 24,568.

Milwaukee. Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 26,870.

Oshkosh. Northwestern, daily. Average for 1903, 6,428. First six months 1904, 7,228.

Racine. Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine. Wisconsin Agriculturist, weekly. Average for 1903, 23,181. First 6 months 1904, 26,572. Advertising \$2.20 per inch.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1903, 5,885; July, 1904, 7,859.

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1903, 5,695; June, 1904, 4,508.

MANITOBA, CAN.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg. Free Press, daily and weekly. Av-erage for 1903, daily, 18,824; weekly, 12,903. Daily, July, 1904, 25,645.

NEW BRUNSWICK, CAN.

St. John's, Star. Actual daily average for 1903, 5,770.

NOVA SCOTIA, CAN.

Halifax, Herald (☉☉) and Evening Mail. Average 1903, 9,941. June, 1904, 15,948.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average year ending June 30th, 25,928; first six months 1904, 20,045.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse. Tremblé Berthiaume, publisher. Actual average 1903, daily 72,594. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,249 (1145). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—Webster's Dictionary.

Out of a grand total of 23,765 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 20 cents a line per week

WASHINGTON, D. C.

THE EVENING STAR (☉☉), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

BAKERS' HELPER (☉☉), oldest, largest, best known, most quoted. Subscribers in every State and Territory.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

THE COURIER-JOURNAL (☉☉), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler Linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

NEW YORK.

BUFFALO COMMERCIAL (☉☉). Desirable, because it always produces satisfactory results.

THE NEW YORK TIMES (☉☉). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily.

CENTURY MAGAZINE (☉☉). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

FOREST AND STREAM (☉☉), weekly. Significant facts: (1) FOREST AND STREAM advertisers are of the stay-in class. (2) FOREST AND STREAM advertisers enlarge their ads. The increased space used by long-time clients tells the story.

OHIO.

CINCINNATI ENQUIRER (☉☉). Great—international—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (☉☉) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (☉☉), only morning, noon, evening in Ontario. Best condensed medium, circulation and rates on application. FREE PRESS PRINTING CO., Ltd., London, Ont.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people.

Publications entitled to be listed under this heading are charged 20 cents a line a week; \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average first six months 1904, 8,581 copies.

The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 30c.

CALIFORNIA.

THE Times prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 45 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Aug. 28, 1904, contained 3,042 want ads, a total of 75 4-10 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population; working people, all skilled mechanics. Classified rate, cent a word a day; five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

LOCAL readers use the Wilmington **EVENING JOURNAL** for Want advertising. They get results. Half cent a word.

In Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

THE Augusta CHRONICLE is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,688 individual advertisements. Of these 36,356 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

THE AUBURN DAILY NEWS runs twice to three times as many want ads as any other paper in Kane County, population 50,000.

PEORIA (Ill.) JOURNAL reaches over 15,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis News during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,217 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 35c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE Boston HERALD enjoyed a gain of 74% columns in advertisements during the month of July, a gain of over 25% in classified advertisements alone; while no other Boston paper showed any gain. The **HERALD's** nearest competitor, indeed, showed a loss of 13 1/4 columns.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed 213,506 paid "wants," which was 81,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

MINNESOTA.

THE St. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 67,624.

FIGURES that prove that The Minneapolis JOURNAL carries the most "Want Ads" of any daily newspaper in the Northwest:

| | Journal. | Nearest Daily Competitor. |
|---------------|-------------|---------------------------|
| Year 1903 | 2,980 cols. | 1,900 cols. |
| 7 months 1904 | 2,031 " | 1,195 " |

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 30,000 subscribers, which is more than 20,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City TIMES (morning), The Kansas City STAR (evening) carry all of Kansas City "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 25 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

DAILY ENTERPRISE, Burlington, 15 branch offices. Best Want medium Central New Jersey—4 lines, 3 days, 25 cents.

JUNIOR AMERICAN MECHANIC, Burlington; 40,000 circulation. Cheapest Want ad medium in New Jersey; 25 cents line.

NEW YORK.

THE Post-Express is the best afternoon Want ad medium in Rochester.

IN Binghamton the LEADER carries largest patronage; hence pays best. BECKWITH, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Wants than any four Okla. competitors.

OREGON.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA, THE EVENING BULLETIN—Want ads in THE BULLETIN pay for a number of reasons. First, in Philadelphia nearly everybody reads THE BULLETIN. Second, THE BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper. (See Roll of Honor col.) Third, THE BULLETIN goes daily into more Philadelphia homes than any other medium. Fourth, THE BULLETIN will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE TIMES-DISPATCH carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 3, 10; June 4, 32.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 5c.; weekly, 5c. line. Big results from little talk.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 80,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, May, 1904, 39,670.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 39,984; in May, 39,180.

THE Toronto EVENING TELEGRAM is the "Want Ad Medium," and has a local circulation equal to any two other papers combined. These facts mean something to the result-seeking advertiser. 31,536 daily average for six months. Rates: 5c. per line for 30,000 lines; 6c. per line for 10,000 lines. No charge for position on ads of seven inches, or over, single column. Rates are 1c. per word, each insertion, for Agents Wanted, Personals, or other classified ads.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

Special Issue of

For the main purpose of securing new subscribers to Little S
on the date stated.

Sept. 14, 1904, Res

Mail-Order

This special issue goes to three thousand, six-hundred and by mail-o
addition to the regular weekly mailing list. The mail-order business this co
order trade embraces almost every article under the sun. The abilities
concerns which follow this line of business are growing in number every day.

The above-named list has been gathered with care and the product
introduce the meritorious mail-order publications of the country. Lower co

Advertisements are solicited for this issue from daily newspapers, wee
order trade, and which by reputation, or quantity and quality of edition, c
houses to become their advertising patrons.

Manufacturers of mail-order articles, novelty dealers, and anybody e
this special edition to a distinct advantage.

PRINTERS' INK will carry their message to these corners just at
planned and considered.

Publishers of mail-order papers should bear in mind that it is not suffici
but that advertisers need frequent *reminding* of that fact. And how potent

PRESS DAY, SEPTEMBER

ADVERTISING RATES

20 cents a line; \$3 one inch; \$10 per page;

For advertisements in specified position, if paid, double

Five per cent discount may be deducted if che

To secure space in this issue, press at

CHAS. J. ZINGG, Business Manager,

of Printers' Ink

ibers to Little Schoolmaster, the following special edition will be issued

4, Press Day, Sept. 7,

der Houses

red and mail-order concerns which are not now receiving PRINTERS' INK, in
r business this country is of constantly increasing importance. In fact the mail-
The abilities of the mail-order business are practically unlimited. The
number every day.

and the introduction of PRINTERS' INK to them offers also an opportunity to
country lower cost than it could be done in any other way.

y newspapers, weekly and monthly periodicals that especially cater to the mail-
ty of education, can justly hold out inducements that may justify mail-order

, and anybody else who has a proposition which interests these people may use

concern just at the time of the year when the bulk of mail-order advertising is

that it is sufficient that a mail-order paper is merely generally known as such,
And for this potent reason your advertisement is respectfully solicited.

SEPTEMBER 7, 1904.

VERTICAL RATES:

; \$10 per page; \$20 half page; \$40 whole page.
tion, if not, double of the above quoted prices is charged.
be done if check is sent with order and copy.
is issued at once with order and copy

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 30 cents a line, per measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded. All advertisements must be handed in one week in advance.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 7, 1904.

DEPARTMENT STORE ADVERTISING.

The least spectacular of all branches of advertising—the one that is oftenest regarded by advertising men themselves as simple, and easy, and boys' work—is the advertising of a department store. On the surface it seems as though any clerk might write the brief items that make up a department store announcement, while so far as placing is concerned there is nothing to worry about—all ads are confined to the store's own town, where the merits and demerits of every paper are known to the fraction of an inch. No arrangements with local dealers must be made, as in a manufacturer's general advertising. No elaborate follow-up system need be put into operation to reap the results of publicity, as in the trade journal or mail-order field. Little of the checking and inspection necessary with newspapers, magazines, boards or street cars is put on the department store ad man. Viewed from any outside angle, his life is one grand, sweet song.

* * *

This is the way it looks on the surface. As a matter of truth, however, no advertising man in any field works so hard as he or

earns his salary so many times over. The detail that he escapes is as nought in comparison with the detail that he staggers under daily. Some of the departmental houses of this country have as many as 250 separate sections, each a store in itself, with its buyer clamoring for space and recognition. The ad man in his little office might often be mistaken for a newly elected Congressman with plums to give out, so persistently and sagaciously is he soft-soldered by the suave buyer. Even if there were no politics in department store publicity, the work of gathering the merchandising news of a moderate sized establishment is prodigious, and the discrimination needed in sifting a half page of advertising from ten pages of material daily is acquired only by long drill in compression. Furthermore, all this work must be done under a pressure as maddening as that in the editorial rooms of an afternoon newspaper. There isn't one iota of room for an error, and there are ten thousand opportunities for making one every day.

* * *

Added to these duties in connection with the newspaper advertising, the department store ad man has others, such as the publication of catalogues, the supervision of card writing and window dressing, the preparation of special literature for special classes of people. In this mental equipment must be the faculty for playing up old selling devices in new ways. The pen of a ready writer must be his, and the patience of Job to bear with the advertising solicitor and "copy-chaser," and the diplomacy that sends church, lodge and charity committees away as happy as though they had secured an advertisement for their innumerable programmes—which they seldom can, in the very nature of things. A very little real acquaintance with department store ad men, be the establishment large or small, will convince an observer that theirs is the most exacting work in all advertising, and often the most thankless and indifferently paid. Moreover, the trend of the de-

partment store is toward an increase of the detail that falls on their shoulders, for as fast as duties are systematized the growth of the store gives birth to new ones. With the increasing business of the great retail mart comes increased expenditure in newspapers, and within the past year or two there has been a development of the mail-order field that promises to double the business and advertising done by these huge establishments.

* * *

Let no youth, therefore, who looks for the easy side of advertising, enlist under the banner of the department store. He won't find it. The life of a circus canvasman is leisurely in comparison. But for the young man who really wants to know advertising, and merchandising, and human nature, and the countless things that make up the equipment of a true advertising man, capable of handling any proposition, the department store offers a training that cannot be had in any other field of publicity or business. It is the real University of Experience. The lessons are not easy, and the course will not be completed in six weeks. The pay will be small, and the advancement slow. To ten high-salaried places for department store ad men there are a hundred in the general, or trade journal, or mail-order fields. But as a stepping stone to better things the work is of priceless value. Somebody has said that the best men use newspaper work as a means of getting into something better paid and more congenial. This is true of department store advertising. Among the men prominent in advertising to day it is possible to count out scores who began acquiring experience in a department store. The quickness with which results are known, the close contact into which the adman comes with every sort and condition of human nature, the keen competition among the big stores and their advanced, scientific methods of discovering demand and supplying it—these teach principles of advertising and human nature that can be applied in any business.

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

THE George Ethridge Company, 33 Union Square, New York, has added to its staff of writers Mr. Harry Douglas Robbins, formerly an assistant to Mr. Thomas Balm-e. of the Butterick Trio.

Don't beg in your advertisement. If there is one thing above another that people despise, it is a beggar. Write your ads in such a way as to leave the impression that it is as much to your customer's interest to buy as it is to your interest to sell.

A FINE little portfolio from the *State Capital*, Guthrie, Okla., shows views in that paper's building and mechanical plant. The *State Capital* was recently fifteen years old. It was the earliest paper to be established in Oklahoma Territory, the first issues being printed in a tent and appearing weekly. Before the end of the first month, however, the *Capital* had become a daily. Since then its success has been uninterrupted, even by the fire which destroyed its building on Easter Sunday, 1902. No issues of the paper were missed, and in sixteen days the *Capital* had its own plant again. The new building erected after the fire, and which is now occupied, was built with money subscribed spontaneously by the people of Guthrie as a popular loan to Publisher Frank H. Greer.

It isn't always the pretty ad that crowds the store. It's the stuff that goes into it that counts.

THE Commercial Club of Louisville has been severely criticized by the *Courier-Journal* of that city for advertising the industrial advantages of the town in St. Louis street cars. The *Courier-Journal* concedes virtue to none but newspaper advertising.

A POCKET novelty that might be utilized for some forms of advertising is an "emergency case," manufactured by Edwin W. Howard, Rochester, N. Y. In small space it holds black and white thread, needles, safety pins, black pins, white pins, court plaster, shoe laces and assorted buttons.

THE business outlook is that we will have the biggest advertising season this fall and winter that we have ever had. For September *Woman's Magazine* we were compelled to decline a number of nice orders on account of all the available advertising space being taken up before the last closing dates.—*Woman's Magazine, St. Louis.*

THE twentieth anniversary of the *New Voice*, the Chicago prohibition weekly, will be observed with the issue of September 22, a special number being circulated to the extent of more than 100,000 copies, according to the publishers. The *New Voice* is credited with a figure rating of 80,207 in the latest American Newspaper Directory, that being its average issue for 1903.

A COTTAGE at Long Branch is maintained during the vacation season by the employees' benefit association of the Siegel-Cooper Co., New York. During eight weeks of summer, parties of sixty or more employees of the "Big Store" are entertained every week, and the vacations thus provided are not only pleasant, but reasonable in cost. B. J. Greenhut, of the Siegel-Cooper Co., has given much time to the development of this convenience.

In the Sunday advertisement of the Macy store, New York, is incorporated a short list of offerings for Tuesday, care being taken to inform readers that the articles cannot be bought on Monday. This carries the interest of Monday selling over into the following day.

MORAVIAN FALLS, a "wide place in the road" in North Carolina, with a population of less than 150 people, has a bi-weekly four-page paper called the *Yellow Jacket*, credited with an average issue of 47,346 copies in the 1904 American Newspaper Directory. The subscription price is thirty cents a year, and the printing is done on three power presses. The circulation of the *Yellow Jacket* is scattered all over the United States, and its strength is said to lie in its vigorous editorials.

PART of Wanamaker's new building in the block bounded by Broadway, Fourth avenue, Eighth and Ninth streets, New York, will be finished soon. Fourteen stories high, with a subway station in the basement, the building as completed will be the largest structure of its kind in the world. The total floor area will be 1,033,416 feet. The cost was \$3,500,000. Fourteen thousand tons of steel have been used. The exterior masonry is Indiana limestone and semi-glazed white terra cotta, and the interior will be finished in mahogany. Twenty-one passenger elevators will handle shoppers, eleven will be devoted to freight, and a great central court, sixty-two feet square, will extend from the second to the eighth floors. A music-room and auditorium has been provided with a seating capacity of 1,500, a fully equipped stage and a pipe organ. Wanamaker's old store, the famous A. T. Stewart building, will be retained for women's apparel, dry goods, fancy goods, books and jewelry, while the new structure will have the departments devoted to men's and children's clothing, pianos, house furnishings, furniture and carpets. The upper floors will be utilized for warerooms and manufacturing purposes.

IN some lines of business advertising may only put a certain proportion of readers into the position of inquirers. This is particularly true of commodities costing large sums, as real estate, machinery, pianos. But for this purpose there is nothing that will induce a state of receptivity so economically as advertising.

IN some of the New York street cars appears a card divided into eleven spaces, headed by the word "Theaters." In each of these small spaces is printed the name of a playhouse and its current attraction. The cards are changed weekly. This method suffices for the formal announcement that is most beneficial to a theater, and puts such an ad within reasonable cost, where a full card might be too expensive for a single playhouse.

THE publishers of a widely circulated weekly have a clever method of locating delinquents who change their residence after receiving valuable premiums in return for an agreement to subscribe to the weekly for a stated period on the installment plan. Uncle Sam generally manages to locate them at two cents each. To accomplish this a paid reply postal card is sent, upon the message section of which is printed:

There is a ——— in our office addressed to you, please advise disposition at once. If to be forwarded, give full local address, street and number.

GLOBE PARCEL EXPRESS CO.,
P. O. Box No. —.

In the blank space the abbreviation "pa." is written. The receiptant thinks "pa." means that there is a package in the express companies office for him and hastens to send his address. As a matter of fact the "pa." stands for paper, which makes the statement of the Globe Parcel Express Co. correct. Of course no package arrives and nothing more is heard of the Globe Parcel Express Co. Shortly after the receipt of this card, a collector puts in his appearance, much to the surprise of the dishonest ones who have tried to throw him off their track.

E. BJRREGAARD formerly with the *Railroad Gazette* has been appointed eastern representative of the Pocket List of Railroad Officials; also of the Official Railway Equipment Register, 24 Park Place, New York City.

THE Fort Wayne, Ind., Advertising Men's Club, which was organized last winter with a small membership, now has more than thirty-five members, and is to be incorporated. At a recent meeting the following officers were elected: President, F. R. Davis, of the Fort Wayne Electric Works; vice-president, Charles F. Hatmaker, of the S. F. Bowser Manufacturing Company; secretary, R. B. Garmire, of the Dr. King Medical Company; treasurer, A. F. Naylor, of the Mondamin Meadows Dairy Company; programme committee, the Messrs. Lundeborg and Lynch. The Club has been valuable as a means of exchanging ideas, and is taking a hand in advertising Fort Wayne.

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Real Estate.

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Returns is a new PRINTERS' INK baby hailing from St. Louis. To be published monthly by Harry Alexander Rodgers, it will be devoted to advertising, business methods, printing, engraving and illustrating as applied to publicity. The first issue, dated August, indicates that *Returns* will be a healthy, useful member of the Little Schoolmaster's family.

SOME time ago the Lake Erie Railroad discontinued its train leaving Lafayette, Ind., at six a. m., making it impossible for the *Journal*, of that city, to deliver papers to a half dozen of its best country towns in time for the eighteen rural routes running out of them. A pony express service was established to cover this territory of thirty miles, but as it was found impracticable a large automobile was purchased, and the routes are now supplied by this method of transportation.

BOSTON has a new decision on the Massachusetts flag law. Two dealers were arrested for displaying and selling flags during the G. A. R. encampment bearing the words "The city is yours." Measurements showed that the flag differed materially in proportions from the regulation American flag, the blue field bearing white stars covering one-third of the flag nearest the staff and the other two-thirds bearing red and white stripes. The court held that this was not an American flag, and the prisoners were discharged.

"New Life for Blankets" is an especially pithy brochure from the Goodhart Laundry, Chicago. This laundry has a new process of cleaning blankets, delivering them as soft as new, thoroughly bleached, refinished and rebound. The booklet speaks in terms that will be understood by the housewife who has seen her blankets come home from the laundry shrunk and hard. The same process is applied to Oriental rugs and furs, and a complete price list makes an excellent bit of laundry advertising along new lines.

THE fellow who is forever waiting for something to "come along" is usually too drowsy to hear the rumble of the band-wagon until it's too late to hitch on.

SOME department store adwriters say that men read the announcements of the big stores as keenly as women. Certainly the trade created thereby is not wholly feminine. By far the greatest trade in men's goods, however, is done with women. In the cheaper stores it is a common thing to see the woman of the family with the head thereof in tow, asking for the men's clothing department. In stores that sell high grade men's furnishings this little domestic scene is rare, but nine-tenths of all purchases are made by women. Everything that a man wears except his outer garments is bought by women, apparently, and the departments devoted to masculine underwear, shirts, hose and furnishings depend largely on the feminine trade.

WANTED—150 girls of good appearance, must be under 25 years; red-haired ones preferred, for unique advertising purposes; good salary. Apply stage door Fourteenth Street Theater, 10 A. M. sharp, this morning.

The above ad appeared in the "Help Wanted—Female" column of the New York *Herald*, Thursday, Aug. 25, and as a result a small army of young women of various shades of red hair was on hand at the theater the next day. Applicants were told that henna, crushed strawberry and madder shades of hair were barred. It was to be a red-headed league, pure and simple. The color had to be uniform. It was said at the Fourteenth Street Theater that perhaps a thousand girls would be employed. The admission was made that the young women were to be dressed in white gowns and sent throughout the city to advertise Wm. A. Brady's play called "Girls Will Be Girls." By companies, boarding school fashion, the red-haired ones will stroll up the principal thoroughfares in charge of duennas with flamingo hair. They will also be sent to the races and over the city in automobiles.

THE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once.—*The Philistine*.

FRENZIED finance swamped Amalgamated Copper, but it is making *Everybody's Magazine*. John Adams Thayer now announces that the October issue of this monthly will be 550,000 copies instead of 450,000 as previously promised, and a second edition may make the former figure even larger. *Everybody's* is now in position to guarantee an average monthly issue in excess of 400,000 copies. With the December number the present advertising rate of \$300 a page goes up to \$400, based on an agreement that if, for any reason, the circulation does not exceed 400,000 copies, a pro rata rebate will be given advertisers. This is the sort of frenzied finance Mr. Thayer believes in.

ADVERTISING sometimes runs, in point of cost and taste, into the region of the luxurious. The Cheltenham Press, New York, recently made for the National Cash Register Co., Dayton, Ohio, one hundred large books costing \$100 apiece. These volumes, exquisitely printed and illustrated, show high-priced cash registers and explain cash register systems for big stores running up into the thousands of dollars. An account of the N. C. R. welfare work gave general interest. Each book was inclosed in a fine traveling escritoire made of fashionable pigskin, specially executed in England by the Mark Cross Co. Seventy-five of the books were printed in English and twenty-five in French. The paper throughout was imperial Japanese vellum, costing more than a dollar a pound. This expensive advertisement will be used to interest proprietors of large stores and manufacturing who, being busy, are inaccessible to solicitors.

PARIS has a unique advertising medium. Bald-headed men sit in front of boulevard cafes with advertisements lettered on their craniums, and the novelty is of a nature to catch the effervescent French public. Some days after this queer medium had been put into circulation a gendarme arrested one of the advertisements on the ground of not having complied with the law that requires an adhesive stamp on all posters. At the police station he was released after having himself stamped in regular form.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

He that's always "goin' to" never amounts to much. It's the fellow that jumps in 'most anywhere and "does things" that we read about.

A PRETTY girl attired in a becoming costume of soft, clinging pin material "with hat and gloves to match" as the society reporters say, reclining in a rocking chair in the window of J. N. Hegeman & Co.'s drug store at 793 Broadway, attracts much attention. A sign beside her reads, "If you have no sweetheart you can get one here for 5c." The window is dressed with cakes of "Sweetheart" soap, made by the Manhattan Soap Co., West Thirty-sixth Street, New York City.

AN enterprising theatrical agent got busy with a stencil and brush and pot of black paint recently and decorated the sidewalks of Broadway with this glaring sign:

Stop! See
CHECKERS

Academy of Music

Pre-occupied pedestrians were startled, others were amused, and property owners were angered, but notwithstanding the latter's rage and persistent and vigorous applications of soap and water, etc., the ad remains and stands a good chance to endure awhile longer.

"SWINDLING and Newspaper Advertising" is the caption of an article in the August number of the *Atlantic Monthly* in which the writer severely arraigns various newspaper proprietors and business managers for accepting and publishing advertisements of get-rich-quick concerns when, he says, they knew, or criminally neglected easy means of knowing, that these ads were but the announcements of gigantic swindles. Specific instances, by veiled reference, are mentioned, in which the public was robbed by oil-well stock promoters; and the writer winds up with a tribute to a Boston daily which he says was the only one to refuse the ads of one of the biggest oil-stock swindles.

MR. W. MURRAY WHITELAW formerly with the Chasmar-Winchell Agency is now on the corps of local solicitors employed by The George Ethridge Company, 33 Union Square, New York City.

MARKED changes in the editorial scope of the *Electrical Review*, New York, will be made with the issue for September 10. The staff of editorial assistants will be increased and special contributions obtained from men prominent in electrical and engineering science. More attention will be given to storage batteries, electro-therapeutics and domestic application of electricity for cooking, heating, etc. The foreign correspondence will also be augmented, and general electrical news reported with greater detail.

It was Judge Parker who some time ago, in the New York Court of Appeals, ruled against the young woman who brought suit against a company in Rochester displaying her portrait for advertising purposes. The prominence of the Judge since his nomination as the Democratic candidate for the Presidency has given him an insight into pretty much the same sort of thing, and recently the young woman had the pleasure of addressing this caustic letter to Esopus:

My Dear Sir: I read in The Associated Press dispatches yesterday afternoon that Mrs Parker was obliged to leave home to avoid the annoyance of ubiquitous photographers, notwithstanding the warning given by you and reported in the same dispatches last Saturday morning in which it was announced that that would be the last day of promiscuous photographing of yourself and family, and wherein you are quoted as saying: "I reserve the right to put my hands in my pockets and assume comfortable attitudes without being everlastingly afraid that I shall be snapped by some fellow with a camera. I take this opportunity to remind you that you have no such right as that which you assert. I have very high authority for my statement, being nothing less than a decision of the Court of Appeals of this State wherein you wrote the prevailing opinion. The action was one in which I was the plaintiff, and the Rochester Folding Box Company and another corporation were the defendants, and is reported in 171 New York, at page 538.

THE *American Home*, of Waterville, Maine, offers cash prizes of \$1,000 for the best plan suggested for gaining new subscribers or getting old ones to renew. Full particulars were printed on page 57 of PRINTERS' INK, August 17. Publisher G. F. Terry says this offer means just what it says, and trusts the prizes ranging from \$500 down are large enough to induce skilled circulation men to enter the contest. The *American Home* is a monthly household journal less than three years old, but enjoys a figure rating of 242,593 in Rowell's American Newspaper Directory for 1904 and now claims to have nearly 300,000 paid subscribers.

THERE is often more in an advertised name than appears on the surface. The Shredded Wheat Biscuit folks recently received a communication from a young woman named Jenny H. Triscuit, asking how they came to use her name for their electrically-baked cracker, "Triscuit." The advertising of this food specialty has brought her into prominence in her own neighborhood, but as "Miss" is prefixed to her name it is likely that she will have an opportunity of changing it. "Kodak" is a name sometimes met with in Bohemian communities, and it is said that the famous camera was named by reversing the cognomen of the inventor, a Mr. Kadok. With the large emigration from Italy it is reasonable to presume that there will land on our shores one of these days a Sicilian named "Sapolio."

DEPARTMENT store advertising in the largest cities can be profitably extended to suburban dailies. In New York there is a special service covering daily papers in outlying towns with advertisements set in the same style as those run in the city papers. James O'Flaherty, 22 North William st., manages this service, obtaining stereotype matrices of the city ads by special arrangement and forwarding them to papers on his list, which comprises the Mount Vernon *Argus*, White Plains *Record*, Yonkers *Herald*, Elizabeth *Journal*, Elizabeth *Leader*, Paterson *Guardian*, Passaic *News*, Hackensack *Record*, Morristown *Record*, Plainfield *Courier-News*, Union Hill *Despatch*, Ossining *Citizen*, Newburgh *News* and Kingston *Freeman*. Department store announcements printed once a week bring good returns from the suburbs, many of which are, in point of traveling facilities, nearer the shopping district of Sixth avenue than are certain parts of Manhattan. The New York stores using the service are the Siegel-Cooper Co., O'Neill's, Adams Dry Goods Co., Simpson-Crawford Co., 14th Street Store, James A. Hearn and Brill Brothers. Mr. O'Flaherty says that there is reason for believing that daily papers in cities more remote, such as Hartford, Trenton, Poughkeepsie and Albany, would bring returns to New York stores as often as once a month, for people in such places like to buy in the metropolis, and will come to special selling events, particularly in the spring and autumn.

**Address all correspondence,
payments, orders and copy for
advertisements in PRINTERS'
INK to the Business Manager
of PRINTERS' INK.**

MISS VIRGINIA POPE, well known all over the country as a bird doctor, can be consulted free of charge at the grocery department of the Siegel-Cooper store, New York, every morning between 9.30 and 11. Her advice is eagerly sought in matters pertaining to the health of pets, and she is an excellent advertisement for the store.

THE man who advertises in the "Help Wanted" and "Business Opportunities" columns of the daily newspapers offering high-salaried and seemingly good positions and asking for "cash security" is on deck again. His ads appear regularly and one is apt to wonder why the position remains vacant or why he will not accept a fidelity company bond. The answer appears in the police court news when Mr. Foxy Schemer gets hauled up for trial on the charge of robbery. It's the same old game, year in and year out, simply revamped and freshened up a bit. Desk room, a classified ad, glib tongue and a susceptible victim, are all that is required. Somebody gets robbed and the robber goes to jail—and all through the medium of an innocent want ad.

MR. EDWARD BOK prints, in the *Ladies' Home Journal*, for September, the following list of successful periodicals that refuse advertisements of patent medicines:

Century Magazine, New York City; *Delineator*, New York City; *Saturday Evening Post*, Philadelphia; *Christian Herald*, New York City; *Farm Journal*, Philadelphia; *McClure's Magazine*, New York City; *Good Housekeeping*, Springfield; *Everybody's Magazine*, New York City; *Sunday School Times*, Philadelphia.

Mr. Bok believes this list furnishes sufficient and conclusive evidence that the advertising of patent medicines is not necessary to a periodical to insure its financial success; and he urges it as a duty, upon the members of the Woman's Christian Temperance Union, that it shall:

Enjoin each member, individually, to cease her subscription to her particular religious paper which, after remonstrance, persists in publishing the advertisements of these injurious proprietary medicines.

A POINT WELL TAKEN.

NEW YORK, Sept. 1, 1904.

Editor of PRINTERS' INK:

I notice a squib in the issue of PRINTERS' INK of August 31st, relating to the *Evening Democrat* of Fresno, Cal., in which you state that their representative travels 12,000 miles of territory and by his activity he has built up a splendid foreign patronage for the *Democrat*.

Now, it strikes me that what PRINTERS' INK readers want to know is not how many miles the representative of the *Democrat* travels, but what their circulation is. I note that in the American Newspaper Directory for 1904 the *Democrat* is rated for 1903 "Z-4-6-H," which according to your index means as follows:

"Z" rating indicates that a communication received, in answer to an application for revision or correction of the circulation rating accorded to the paper, fell short of being a satisfactory circulation report because of one or more of the shortcomings specified below."

"4" means "It was not given with sufficient attention to detail."

"6" "It did not cover the issues for a full year."

"H" means that their circulation exceeds 2,250 copies.

It is but fair to presume that you will be willing to publish this letter because in the same issue you give a rating for the *Morning Republican* of Fresno, Cal., for 1903, showing an average of 5,160 copies daily. This statement was made out in detail and conformed to all of the rules and regulations of the American Newspaper Directory in order to get a proper rating in the same. Since then we have increased our edition to 6,200 copies daily, which is nearly two and one-half times as many as you give to the *Democrat*. Advertisers, therefore, should not be fed on raisins which are raised in Fresno County, but on facts as they actually exist. Every local advertiser in Fresno will tell you that the *Republican* is the publication of Fresno County and advertisers that place their ads in other publications in that city are simply throwing their money to the winds.

I also wish to state that the Fresno *Republican* is on the Roll of Honor in PRINTERS' INK, and that the *Democrat*, according to the rules of PRINTERS' INK, could not be placed on the Roll of Honor even if they were willing to pay ten times the rate that PRINTERS' INK charges under that heading.

I think it is but fair on your part to publish this letter regarding the Fresno papers, as the representative of the *Democrat* will no doubt try to fill the general advertiser with "hot air" and raisins, but give no good reason why they should use the Fresno *Democrat*, which has no standing in the American Newspaper Directory for 1904 or in PRINTERS' INK.

Yours very truly,

E. KATZ,

Agt. Fresno, Cal., *Republican*.

Some Men Pay

\$10,000 for an expert to manage their advertising. There are others who pay \$5 for an annual subscription to PRINTERS' INK—the leading journal for advertisers and business men, published every Wednesday—and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one.

Every business man connected with advertising in any way should be a regular reader of PRINTERS' INK. This statement includes retailers, wholesalers, manufacturers and jobbers alike. No business man ever read PRINTERS' INK and did not become a better informed business man for doing so.

The annual subscription price to PRINTERS' INK is **Five Dollars**, payable in advance, or less than **Ten Cents** a week.

If you are timid about the **Five**, send **One** dollar for a three months' trial subscription and get convinced that it is the wisest expenditure you ever made.

ADDRESS

CHAS. J. ZINGG,

Business Manager PRINTERS' INK,

10 SPRUCE STREET,

NEW YORK.

THE SEPTEMBER MAGAZINES

With September the tide of magazine advertising begins to rise again. Despite the lull in business this summer and the complaint last spring that advertising was diminishing in volume, the showing in current monthlies is encouraging, and goes far to further the belief that the coming Presidential election has, to a large extent, been discounted. One of the noteworthy facts of the month is the showing made by *Everybody's*. The September issue of this monthly contains 126 pages of paid business, counting the covers. *McClure's* is second with 125 pages, including covers. *Munsey's* has 114, *Harper's* 101, *Scribner's* 99, *Century* 92, *Cosmopolitan* 82, *Booklovers'* 69, *Metropolitan* 58 and *Delineator* 35. The *Delineator's* pages, of course, are larger than standard size. Among the folio magazines the *Ladies' Home Journal* has 85 columns, *Success* 67 columns, *Woman's Home Companion* 76 columns and *Country Life in America* 129 columns.

* * *

Mr. Bok has another page talk about patent medicines, urging the W. C. T. U. to begin a crusade against them, as well as against patent medicine advertising. He recommends that members of this organization stop taking patent medicines first, then use their influence to have outdoor advertisements removed and stop their subscriptions to religious papers that carry patent medicine announcements. Against the publishers' plea that the average paper cannot live without such advertising he mentions the following publications that absolutely refuse the business of remedies containing alcohol: *Century*, *Delineator*, *Saturday Evening Post*, *Christian Herald*, *Farm Journal*, *McClure's*, *Good Housekeeping*, *Everybody's* and *Sunday School Times*. With all due respect for Mr. Bok's opinions, it appears to the Little Schoolmaster that almost any amount of crusading may be done in this

quarter without materially hurting the remedies that he finds offensive. Magazine advertising has never been a practical medium for their exploitation, and if they are driven from the religious press there are still the agricultural journals, of far greater advertising value. If a method could be found to eradicate proprietary advertising from the daily newspapers there is no question but that certain widely sold remedies would suffer. Yet even if this were done, our powerful friend, the retail druggist, would hold the balance of power. For every bottle of an advertised specific that he hands out over the counter there are purchased ten bottles of "something just as good." Loss of sales by an advertised remedy means gain in sales of substitutes.

* * *

The *International Printer*, Philadelphia, calls attention to the antiquated type display of an ad that is familiar to all magazine readers—that of the Fidelity and Casualty Company of New York. This curious production has been running in half page spaces time out of mind, and an exact facsimile of it appears in New York elevated cars. Old printers would assign it to the period of 1885, for nearly every face of type represented went into the "hell-box" years ago. And yet—is it really such a poor advertisement after all? It tells what the company is, where it is, what it has to offer, who manages its affairs and who is back of them, its age and its present financial status. The information is formal and presented in a bungling way. But it is there. The typography is certainly no great shakes. But who shall say it is as unattractive advertising as the equally familiar ads of Buffalo Lithia Water?

* * *

None of the jibes leveled at life insurance advertising can be directed at the September ad of the Mutual Life. The twenty-year bond plan of the company is not only made clear as crystal by a statement in one face of type, but

the illustration showing the twenty bonds is peculiarly forceful. It is as attractive as ready money. Another advertisement standing out of the ruck and run is that of the Union Carbide Company, Chicago. This corporation makes the calcium carbide from which acetylene gas is generated. There are hundreds of lamps, lanterns and lighting systems for utilizing carbide, but all the carbide itself comes from the one company. Big corporations usually make their advertising point by sheer size and persistence rather than forceful copy. This corporation is an exception. He will be a wise maker of acetylene gas machines who gets behind this campaign and travels in the draft it creates.

* * *

The September *Cosmopolitan* is a curious production, everything except the ads being written by the editor, John Brisben Walker. In twenty-five articles he describes the World's Fair, and does it in an impressionistic way that shows no trace of the press bureau stuff appearing in many magazines and dailies. Mr. Walker took a staff photographer along, but evidently left the advertising force at Irvington-on-the-Hudson, for the advertising section is no larger than usual, and there is no special World's Fair business. The August number of the *World's Work* appeared just about the time that the September *Cosmopolitan* went to press. If Mr. Walker saw a copy, with its hundred pages of special World's Fair readers and divers other advertising secured for the occasion by Mr. Doubleday's young men, he must have realized that not the editor alone makes a magazine. Great is the advertising staff.

* * *

Advertising continues to be a favorite topic with editors, and nowadays every magazine tries to have its story based on an advertising plot. When a newspaper woman of the society page type sits down and imagines such a story it makes fearful and wonderful reading to anyone who knows

advertising. A fair specimen appears in the *Woman's Home Companion*, this month, telling how a young woman paid off the mortgage by becoming the walking advertisement of a famous woman's tailor. In the *Atlantic Monthly* is another essay on "Human Nature and Advertising." The gold vein of the *Atlantic's* admirable series has evidently been exhausted, for this paper is of the society page type. The writer tells the interesting story of how Mr. Redfield M. Roach, a graduate of Trinity College, Dublin, and a prize Greek scholar, drifted to this country and took up the writing of nonsense rhymes. This was easy for a Greek scholar, of course, and when he produced the "Spotless Town" jingles the exclusive rights to all his work was eagerly purchased. "Redfield M. Roach" never existed, as a matter of fact. It is said that Artemus Ward, advertising manager of Sapolio, invented him and recorded his death in a newspaper paragraph, just to get free advertising. He got it. In the meantime, J. K. Fraser, the real author of the jingles, is connected with the promotion department of Barron G. Collier, the New York street car man.

* * *

Only a few years ago it was commonly held that magazines interested none but women. But today the mass of advertising for men in a certain few publications, like *McClure's*, *World's Work*, *Harper's* and the *Century*, indicate that these mediums pay for office furniture and supplies, advertising mediums, counting machines and propositions of interest to manufacturers. The number of magazines that go to women is prodigious. Man has no magazine entirely to himself, unless it be the *World's Work*, but the four named above seem to be men's mediums. While there is necessarily a great percentage of waste circulation, they carry enough advertising of this class from month to month to indicate that it pays. To them must be added the *Saturday Evening Post* and *Collier's*.

FOLLOW-UP SYSTEMS.

By Joseph Gray Kitchell, 33 Union Square, New York.

"What is this follow-up?" I can hear some new and perhaps perplexed advertiser asking.

First of all there is no mystery about it. There was a day when advertising was supposed to be an art like that of the street-corner fakir. He filled one-ounce bottles with, say, brackish water from a slough on the edge of the town and sold it as Oriental Eye Water for twenty-five cents a bottle to the gaping natives that come out to the public square after supper to hear his songs and jokes.

It was not so many years ago that advertising was supposed to be the business of publicizing Nothing and making Something out of it.

Likewise there was a day—not yet wholly departed from the minds of some men who want to get rich quick—when a follow-up system was supposed to be a means of putting a prospective customer in a corner, getting his attention with a few catchwords, paralyzing his will with some clever phrases and hypnotizing him into sitting right down and sending in his dollar for the Old Magician's Wonderful Elixir of Manhood and Wealth.

That idea, happily, has been shot full of holes by the saving good sense of the modern advertiser and the progressive advertising promoter, each of whom long ago recognized the fact that following up is nothing more nor less than a phase of practical salesmanship.

Follow-up systems are organized methods of salesmanship by mail. Suppose you could drop in on a desired customer once in every ten days or two weeks, or oftener, say "good morning," in your pleasantest manner, get your hearer's attention to a few words about your article or line of goods by reason of your personality or address or way of saying things, show him why he ought to handle or use the article or line, convince him of its

merit and its profit to him, then take his order or, if you did not get it, bid him "good day" as agreeably as you bade him "good morning," and as you go leave him with the distinct understanding that some day he is going to do business with you—suppose you could do this wouldn't it be excellent missionary work? Of course it would.

A follow-up system intelligently planned and persistently carried out gives you just this opportunity. You can make just such a visit to your desirable prospective customers ever so often at so much a call—a few cents, usually—and, if your follow-up has been devised by the right kind of man, leave exactly the impression of a personal call and personal contact. These calls repeated often enough and in the right way will bring the order, soon or sometime.

The basis of follow-up work, being simply salesmanship by mail, it follows that there are as many kinds of it as there are men engaged in doing it.

I know a man who sold paper. He married and in good time was immune from rebuke by His Excellent Strenuousness. He photographed the baby as soon as it looked really human, had the photograph reproduced handsomely, tipped it in on a folder of paper stock he was just ready to put on sale and sent it to his list of customers and prospects. He received an unusual lot of orders while the congratulatory letters from persons and concerns on his prospect list who had never before made any response whatever showed that his idea had made a hit.

There might be a question of good taste involved in a follow-up proceeding such as this, but as to its worth purely as a "follow-up" idea in this instance there can be no question whatever.

The follow-up business is prac-

tically in its infancy but in the process of its growing up a lot of infants—old time ideas—are going to die.

Nothing would do the whole business more good than a number of such obsequies.

The principal obstacle to the good health of the follow-up business of to-day is what biologists call the principle of atarism or recurring characteristics.

For instance a cross of dog and wolf will for several generations seem to be dog in appearance and disposition, but some day along comes a litter, or one of a litter, exhibiting every characteristic of the wolf in looks and temper.

The follow-up business had its origin in the cheapest of the cheap mail-order businesses. I remember when it was said of some of the "Down East" mail-order publications that if they ever once got hold of your name and address you could never escape receiving the papers.

Sometimes the follow-up system of to-day resorts to the old-time "slugging" methods of the early mail-order business out of which it evolved.

The principle of keeping at a man until you arrive at a perfect understanding is all right. The old-time mail-order practice of it was all wrong. Whenever it was tried on intelligent people the usual final dictum of the harried prospect to the mail-order man was, to go to the devil!

The business man with whom you are trying to do business is no more a chump than you are, and in all your follow-up dealings with him you will do well to bear that fact in mind.

Whatever there is of science or art or what-not in real salesmanship will be more and more thoroughly applied to the development of the follow-up system of the future. Whatever remains to-day of the old-time idea that a follow-up letter contains some sort of occult magic that will "bring" the man or woman who gets it, had better be left to the dealers in solid gold rings for ninety-nine cents and

lucky boxes from the mystic Orient, made in Newark.

There have been met some men whose idea of an efficient follow-up system is melodramatic. I have become convinced that their idea of doing business is to put on a black mask, grab a gun and go regularly into the hold-up business.

Others seem to think that the interjection of some certain words or a series of phrases into a follow-up service will in some unexplained way sell a thousand-dollar bill of goods before business opens for the day by virtue of their explosive effect.

The truth of the matter is that the follow-up system of to-day has been developed from crude beginnings and lifted infinitely above the plane of its origin. It is now a recognized and established system of selling goods to the whole buying community, and the merchant or manufacturer of to-day who views it in its old-time light may expect from his use of it exactly the same results he would achieve by trying to sell goods to polite people by the methods of a side-show barker at a county fair.

A friend of mine recently furnished a commodious country house in a comfortable fashion. In setting out to do it he answered a good many advertisements which had to offer household conveniences and comforts and his wife did the same thing in regard to some advertised articles in which she was especially interested.

And the replies!

There they came—all sorts and sizes! Out of perhaps twenty-five or thirty replies, or "approaches," not more than half-a-dozen were decently printed in fac-simile of typewriter or on decent paper. The impression given was that "any old thing" would do. Some of the letters were as long as the moral law and were nothing in effect, but a repetition of something already told in a booklet; or on the other hand, far from being informative or persuasive or augmentative were simply flat assertions that the article in question was the best thing

that ever came down the pike, *ad infinitum, ad nauseam*.

Doubtless psychology in advertising is a good thing. Psychology underlies life itself and must therefore be a practical consideration in its pursuits—of which advertising and selling goods is a most important one—but “suggestion” has been over-worked and the “direct command” about done to death.

Common sense and the exchange of good goods for cold cash may be still counted on as commercial quantities.

And the second and third “approaches” in the case of my friend! Most of the letters were an approach with a club! They were for the most part splendid examples of how *not* to follow-up an inquiry. Some of them screamed at him; some tried a vulgar affectation of familiarity, the devisers of the letters doubtless though invincible, some attempted what can only be described as bully-ragging; while a number wanted to know what the deuce he meant by inquiring about the goods if he didn't mean to buy!

Here is where the expert advice and services of a competent follow-up deviser and operator come in. He has the accumulated experience of hundreds, perhaps thousands, of follow-up operations out of which to advise and guide you. In his hands you won't do the crude and damaging things that you now probably think are the things that ought to be done, and you will be led to do just the things that ought to be done in a way that will accomplish the thing you are after—the increase and development of your business.

Not only “in the bright lexicon of youth there is no such word as fail;” there is also none in the right kind of follow-up work.

That sounds like a large order!

But consider it thoroughly and see how true it is.

Are you making or handling a line of goods that you know is good? Is the price fair? Are your business methods such as to win people to deal with you? Are there enough people accessible to

you by freight, express or mail, or a delivery wagon to make a profitable field for the introduction of your goods? Have they the money to buy what they want or need? Do they need or would they want your goods?

If the answer to these questions is “yes,” you have before you a problem that is capable of solution along lines of procedure now so well verified by actual experience as almost to constitute an exact science.

Your follow-up adviser ought to—and will if he be the right kind of man—confer with you first of all on the fundamental possibilities of your proposition. Not *any* proposition can be made a success anywhere; but, certain conditions existing, the ultimate success of a follow-up operation based on them is assured.

No one knows your business as well as you know it, but you are so immersed in it you can't see it as the trained advertising man sees it—and the secret of success is the special expert's use to which he puts your particular intimate knowledge.

The following appeared as an advertisement in a recent issue of the Hudson (N. Y.) Register:

“Wanted—A boy who never saw a ball game; one who does not know the difference between third base and a foul ball. To such an office attachment a liberal salary will be paid.”

Advertisements.

Advertisements two lines or more without display 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

WANTS.

CARTOONIST desires position anywhere. Correspondence invited. JNO. FARNUM, 213 W. 23d St., N. Y.

WANTED—Position as assistant advertising or sales manager with some good firm. Experienced. “J. G. R.” Printers' Ink.

ADWRITER desires position. Good at show card writing and window dressing. Address W. F. FRY, Box 544, Montgomery, Ala.

WANTED—Solicitor, all large towns, for a representative trade paper. Liberal com. **AMERICAN HORSE OWNER**, Chicago.

PRACTICAL printer and adwriter wants position with mail-order house or department store. Address “C. W.” care of Printers' Ink.

WANTED—Press. Want an almost new 6 col. 4to., 4 roll. Miehle Optimus or Huber. No junk. “A. P. C.” 108 Wall St., Columbus, O.

MORE than 244,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

CLASSIFIED advertising manager, solicitor and originator of business-getting ideas will consider change. Address "GRAY," 1911 Dolman St., St. Louis.

WANTED—Partner in magazine business. Good descriptive writer preferred. Small capital only required. Address IDAHO MAGAZINE, Boise, Idaho.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1896, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

WANTED—Position by experienced adv. solicitor on progressive daily of large circulation where ability to produce will count on salary. Now engaged on ultra-conservative Eastern daily. Address "ABILITY," Printers' Ink.

NEWSPAPER adv. mgr. (30, 14 years' business experience, desires connection with mfr., retailer or newspaper; executive, pleasing personality; successful solicitor Southern newspaper; highest refs. "HIGH-GRADE," care P. I.

SITUATION Wanted—Competent advertising man now connected with large Western house desires to make a change this Fall. East preferred. Seven years' experience. Original ideas. Convincing writer. Highest references. Address C. X., care Printers' Ink.

MAKE A SKETCH—Ad men should learn to make quick pencil or pen sketch to illustrate ads. They help to secure adv. contracts. Send \$1 for new publication, "Illustration Lesson Leaves," one full year. Address THOMAS ILLUSTRATING CO., 41 W 54th Street, New York City.

T TO AMERICAN JOB PRINTERS. If you are not getting all the work your territory should produce, write us. We can supply the munitions of war to bring the results you want—if someone has not already contracted for them in your town.

Particulars free.
E. ST. ELMO LEWIS, Inc.,
518 Walnut Street,
Philadelphia.

WE filled 1,194 positions last month. Could have filled more if we could have found the right men. During 1903 we listed over 25,000 high-grade opportunities. Positions paying from \$1,000 to \$5,000 a year now open for competent Salesmen, Executive, Clerical and Technical men. Offices in 13 cities. High-grade exclusively. If you are a capable man, write for plan and booklet. HAPGOODS (Inc.), Brain Brokers, Suite 511, 300 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

TRADE PAPER—First-class advertising man and correspondent, with office established for years, could represent good trade paper in Chicago field. Have had two good papers for years; have now put on an assistant for detail canvassing, and with him could devote part time to another trade paper; need not be large, but must be as good as any in its trade. Part expenses wanted and 25 per cent commission.

W. G. P.
Room 19, 70 Dearborn St.,
Chicago.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate file \$5.00 place, another \$5.00, and any number earn \$1.00. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert,
22 Temple Court, New York.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©). 253 Broadway, New York.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

FAMILY periodicals, "23 Business Bringers," **THE RELIGIOUS PRESS ASS'N**, Phila., Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE EVANGEL has subscribers in nearly every State and fourteen foreign countries; 300,000 agate line flat. Connell Bldg., Scranton, Pa.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

THE TROY (O.) RECORD is the only small town daily in the whole world successfully published without a weekly edition, a job department or county or city legal advertising as boosters.

SHOW window instruction! Full course of 7 lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 816 Grand Ave., Kansas City, Mo.

ORIGINAL design, original composition. original results mark any ads. None ready-made—each individualized. Have time for one more large concern or two smaller ones. Write for cost.

G. D. LEACH, Advertising Manager,
Blue Ridge Gold Mines Co., Pasadena, Cal.

POSTAL CARDS.

PRICES and samples of post cards. Write **STANDARD**, 61 Ann Street, N. Y.

LUXURIOUS SMOKING.

FRENCH'S MIXTURE is the highest grade Smoking Tobacco manufactured. A superb blend of finest and most carefully selected ripe and perfectly cured North Carolina leaf.

Fragrant, deliciously mild and never bites the tongue. There is no Smoking Tobacco manufactured that can compare with it. Can't be bought from dealers—sold direct from factory to smoker. Large Sample Package for 10 cents in silver or stamps. Booklet and prices upon request.

FRENCH TOBACCO CO.,
Staatsville, N. C.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair St., Cleveland, O.

LABELS.

Cork Top and other fancy labels at bottom figures. **FINK & SON**, Printers, 5th St., above Chestnut, Philadelphia.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CIRCULATION.

100,000 GUARANTEED CIRCULATION for only \$50. a line, if order is entered at once, before rates advance. **VICK'S FAMILY MAGAZINE**, Rochester, N. Y.

ADVERTISING INSTRUCTION.

ADVERTISING INSTRUCTION on new plan at little cost. All branches taught in a practical way by experienced men. SCHOOL OF MODERN ADVERTISING, Milwaukee, Wis.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.
Rittenhouse Bldg., Phila.

SIGNS.

Everlasting Paint-Printed Signs.
The Sam Hoke Sign Shops, New York.

100 double-faced Wood Signs, 1x3 ft., 75c.
The Sam Hoke Sign Shops, New York.

15 C. for 1,000 Tin Signs, 30x28.
The Sam Hoke Sign Shops, New York.

1 C. for 10,000 Tin Signs, 4x10.
The Sam Hoke Sign Shops, New York.

11 C. for 1,000 Muslin Signs, 3x5 ft.
The Sam Hoke Sign Shops, New York.

5 each 50 steel Signs, 5x3, framed, 50c.
The Sam Hoke Sign Shops, New York.

5,000 steel Signs, 12x6, framed, 50c.
The Sam Hoke Sign Shops, New York.

\$1.50 for 500 framed Wood Signs, 1x30.
The Sam Hoke Sign Shops, New York.

500 Muslin Signs, 3x18 feet, seamless, 50c.
The Sam Hoke Sign Shops, New York.

630 West 53d St. (N. R.).
The Sam Hoke Sign Shops, New York.

RIBBOTYPES.

Ribbotype is the very best ribbon ever put on a typewriter. We will send one on trial, to be paid for only if satisfactory, for sixty cents, two for one dollar. CLARK & ZUGALLA, 100 Gold St., New York.

MAIL ORDER.

LITTLE BUSINESSMEN grow big by using my L Mail-Order Formulas and Snaps. Booklet free. DR BIRCK, Ma. K., Jamaica, N. Y.

FARM NEWS FOR DAILIES. Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. THE ASSOCIATED FARM PRESS (Incorporated), 118 Dearborn Street, Chicago; 215 Wall St., New York.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISING NOVELTIES.

MANUFACTURERS of novelties suitable for advertising purposes. Send catalogues to Box 305, Wilkes-Barre, Pa.

WIZARD Fish Rulers. Yardsticks, 12 in. rule, ad both sides, \$4.50 per thousand. M. GILBERT, 2563 N. Dover St., Philadelphia.

RULERS WITH YOUR AD ON THEM \$4.50 to \$100 per thousand. M. GILBERT, 2563 N. Dover St., Philadelphia.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. PULVERCO., Rochester, N. Y.

FINEST Black Seal Grain Match Case, with Emery Scratcher. A useful Advertising Novelty, Sample 10 cents. EDWIN W. HOWARD, Triangle Building, Rochester, N. Y., Manufacturer of Leather Specialties.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your account before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 83 Bowery, N. Y.

ADVERTISING CLOCKS. Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 20 Michigan St., Chicago.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S CRN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6x envelope, penny postage. \$35 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

AMERICAN MAILING CARD. The only legitimate successor to the "Large Postal Card" manufactured and sold by us exclusively for the last six years. Send for FREE sample containing "Our Special Offer." Address PRINTERS' INK PRESS, 4-47 Roosevelt St., New York.

Novelties Wanted.

I BUY FOR CASH, in large quantities, any ORIGINAL counter-selling novelty, mechanical or medicinal, adapted to foreign drug trade. No advertising necessary. Quick, clean business. Reference: Publisher "Printers' Ink."

Show me your samples and quotations.

WM. A. RICHARDSON,
34 Central Street,
Boston, Mass.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. CLARK & CO., Kenmore, N. Y.

5,275 FRESH names of agents for sale, all over U. S., not used. S. M. BOWLES, Woodford, Vermont.

5,000 FARMERS' names in productive central Ohio; absolutely new 1904 Rural Delivery List. \$1 per 1,000. 400 business firm names thrown in. Address S. C. LOWE, 236 W. Columbus Avenue, Bellefontaine, Ohio.

NAMES—City and Co. Directory of Portland and Jay Co., Indiana; 2,700 farmer families on R. R. Book, postpaid, \$4.50. Same of Celina and Mercer Co., O. Both books, postpaid, \$4. Address W. W. TIMMONS, Portland, Ind. Reference, People's Bank, Portland, Ind.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **HEMONT FURNITURE CO.**, Statesville, N. C.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties **B** get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 1 1/2 per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 7c.; 3x3, \$1; 4x3, \$1.00. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascarot boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

MAPS.

MAPS—STATE MAPS—RAILROAD MAPS—MAPS OF ANY STATE, giving population towns, express offices, money order offices, etc. 25c. each, 5 for \$1. Money back if dissatisfied. **A. Y. HORDER**, 149 1/2 Washington St., Chicago.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C.O.). 353 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. **R. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

POINTS FOR PRINTERS—"Full of happy ideas and good values." "Compact, complete manual for printers and advertisers." Fits vest pocket; 25c. postpaid. **W. L. BLOCHER**, Dayton, O.

MR. NON-PRINTER'S ADVERTISING MAN—Ever feel the lack of technical printing knowledge? "Concerning Type" will put you wise. 50c. postpaid. **A. S. CARNELL**, 167 W. 103d St., N. Y.

DEPARTMENT STORE DIRECTORY—Ready September 15, 1904. Gives all the Department Stores of the United States and Canada. Tells the lines of goods each handles and a separate numerical street list of these having buying offices in New York City. Also contains a list of the leading Five and Ten Cent Stores in the United States and Canada. Price only one dollar, postpaid. Address **DEPARTMENT STORE PUB. CO.**, P. O. Box 1063, New York City.

Can
MONEY
in 10 Years.

Learn Selling

With
Money
Savings

\$1 Secures complete outfit consisting of copyrighted Book of Sample Alphabets and Complete Instructions, one of the Celebrated Osgood Fountain Brushes and Ink-tablets, four different colors. Half-pint of each color, enabling you to become a proficient show-card letterer with reasonable practice, in a short time. The entire outfit sent complete and postpaid on receipt of only One Dollar.

Merchants can write their own show cards. Clerks may add to their business qualifications, and thus become more valuable to their employers.

J. P. OSGOOD, 106 Fulton St., NEW YORK.

DEPARTMENT STORES.

DEPARTMENT STORE DIRECTORY—Ready September 15, 1904. Gives all the Department Stores of the United States and Canada. Tells the lines of goods each handles and a separate numerical street list of these having buying offices in New York City. Also contains a list of the leading Five and Ten Cent Stores in the United States and Canada. Price only one dollar, postpaid. Address **DEPARTMENT STORE PUB. CO.**, P. O. Box 1063, New York City.

DIRECTORIES.

DEPARTMENT STORE DIRECTORY—Ready September 15, 1904. Gives all the Department Stores of the United States and Canada. Tells the lines of goods each handles and a separate numerical street list of these having buying offices in New York City. Also contains a list of the leading Five and Ten Cent Stores in the United States and Canada. Price only one dollar, postpaid. Address **DEPARTMENT STORE PUB. CO.**, P. O. Box 1063, New York City.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

RUBBER STAMPS—SEND ME your address and firm name, with 25c. postage stamps, and I will send you a two line Rubber Stamp, with pad, and my illustrated catalog of type styles, postpaid. **HORDER**, 149 1/2 Washington St., Chicago.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks. **BAIRD MFG. CO.**, 30 Michigan St., Chicago.

THE best subscription, premium on earth for papers circulating among farmers. Write for particulars.

ACME MANUFACTURING CO., Blooming Prairie, Minn.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. **PREMIUM CLERK**, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. **S. F. MYERS CO.**, 42-50 52 Maiden Lane, N. Y.

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you?

WE CAN TEACH YOU to read people like open books—to know their characters, talents, strong and weak points.

TAKES ONLY TEN WEEKS and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. L. and sample pages will come.

SCHOOL OF HUMAN NATURE, Athens, Ga.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

WILL trade limited amount of carbon paper for printing. **S. C. C. Printers' Ink.**

Long Runs of small work (12x18 largest) solicited for automatic feed press. Way-down figures. **FINK & SON**, 5th, above Chestnut, Philadelphia.

BIG PRINTING ORDERS. Run on fast, self-fed rotary presses at minimum cost. Send for estimates. Small orders not sought. **ALBERT B. KING & CO.**, Printers and Lithographers, 106 William St., N. Y.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

IF you use Letter Heads it will be to your advantage to send a stamp for our price list and set of samples.

SMITH PRINTING CO.,
810-12 Broadway, Toledo, Ohio.

FOR SALE.

FOR SALE TO WIND UP ESTATE.—*Constitutionalist* (country weekly), newspaper and job office. Established 1868. Successfully run by its founder to day of his death, Dec. 29 last, and by heirs since. Actual cash receipts since Jan. 1, 1904, \$2,154.53, and business steadily growing. Equipment away above average country office. For particulars address

G. ALLESON HOLLAND,
Eminence, Ky.

PUBLISHING BUSINESS OPPORTUNITIES.

A GREAT National News Weekly. With an excellent gist of things. Would find a splendid field. We know of a good foundation upon which to rest such a structure. Has standing and good beginning of circulation. Cash required in purchase, \$10,000. It is an exceptional opening.

EMERSON F. HARRIS,
253 Broadway, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADDRESSING MACHINES.

A DDRESSING MACHINES.—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. WALLACE & CO., 29 Murray St., New York; 510 Pontiac Bldg., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

R. F. JOLINE & CO.,
123 Liberty St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

COIN CARDS.

3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

ELECTROTYPES.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

PRICE CARDS.

NEATLY designed price cards, 50 cents per 100, \$3.50 per 1,000; assorted, printed on tinted stock. THE BLAIR Ptg. CO., Cincinnati, O.

SEND for samples of the handsome price cards we sell at 50 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. THE BIDDLE PRICE CARD CO., 16th and Filbert Streets, Philadelphia.

SUPPLIES.

USE "B. B." paper on your mimeograph or duplicator. INK dries instantly; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

SEND stamp for free sample of Bernard's Cold Water Paste. It is a dry powder, ready to use instantly by adding cold water. No waste, no odor. Very best for all purposes. CHARLES BEHNARD, 1846 Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine resists tempers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MANTFG CO., Clinton, Ia.

PAPER.

B BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond S Perfect white for high-grade catalogues.

ADVERTISEMENT CONTRACTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

THE better class of cuts and advertisements for Banks, for retailers. THE ART LEAGUE is now at 656 Broadway, New York.

RETAIL ADVERTISING is my specialty. Let me write yours. I can increase your business. GEORGE L. BERVORS,
2235 Wyoming St., St. Louis, Mo.

A DVT. WRITING—nothing more.

Been at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

BOOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wants in first letter. AMERICAN PUB. CO., Columbus, O.

Booklets, 5pp., nice paper, written and printed, \$14.00 for 1,000, \$30.00 for 5,000.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

THE WATKINS COMPANY,
17 Exchange Ave.,
Chicago.

We sell SERVICE THAT SERVES in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of THE QUESTION. It deals with facts, not theories.

IF YOU KNOW

I that a really fine bit of advertising matter, one even whose first cost perhaps struck you as decidedly "stiff," was the only profitable kind you would drop "cheap," every-day stuff, in a flash. Fine, individual, unusual things constantly secure correspondence from strangers, who reason thus: "Well, I guess a concern that sends out such attractive literature as this is bound to be successful." It is the sheer inability of thousands to put SELLING POWER into the front seats and keep FIRST COST in the "back" ones that prevents them from making their advertising vastly more forceful and profitable than they do. The only infallible test of cheapness is what it will produce and not only WHAT IT COST. For those who know this to be true I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newsletters, Magazine and Trade Journal Ads, etc., and I gladly send to those whose inquiries suggest business. Samples that illustrate what I mean by "individual, unusual things." No postal cards, please.

No. 26. FRANCIS L. MAULE, 408 Sansom St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more
at 20 cents a line. Must be handed in one
week in advance. Display type may
be used if desired.

ALABAMA.

A-A ADVERTISING CO., Mobile, Alabama.
Distributing and Outdoor Advertising.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3403
Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—
Largest agency west of Chicago; employ 60
people; save advertisers money by advising judi-
ciously for newspapers, billboards, wall signs,
street cars, distributing, etc.

CURTIS-NEWHALL CO., Los Angeles, Califor-
nia. Estab. 1888. Place advertising any-
where—magazines, newspapers, trade papers,
outdoor. Effective ads. Marketing plans. PACI-
FIC COAST ADVERTISING. 25c. copy; \$3 year.

BARNHART AND SWASEY, 107 New Montgom-
ery St., San Francisco—Largest agency west
of Chicago; occupy 10,000 sq. ft.; employ 60 people;
manage all or any part of an advertising cam-
paign; can save advertisers money by advising judi-
ciously for newspapers, billboards, wall signs,
street cars, distributing, etc. Can place goods with
wholesalers and retailers. Knowing Coast condi-
tions, we can place your advertising without waste.
Write for booklets.

DISTRICT OF COLUMBIA.

FOR 3-line Want Ad in 15 leading dailies.
Send for lists and prices. **L. P. DARRELL**,
ADVERTISING AGENCY, Star Bldg., Wash., D. C.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COM-
PANY, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE
STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

DOREMUS & CO., Advertising Agency, 44 Broad-
St., N. Y. Private wires, Boston, Phila., etc.

O'GORMAN AGENCY, 230 Broadway, N. Y.
Medical journal advertising exclusively.

ALBERT FRANK & CO., 25 Broad Street, N. Y.
General Advertising Agents. Established
1873. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPO-
RATION, Woodbridge Building, 100 William
Street, corner of John, New York. A reliable,
"recognized" general advertising agency, con-
trolling first-class accounts. Customers pay a
fixed service charge on the net prices actually
paid by the Agency.

OHIO.

CLARENCE F. RUNEY, Runey Bldg., Cincin-
nati, O. Newspaper, Magazine, Out-door
Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. L. IRELAND ADVERTISING AGENCY,
(Established 1890),
925 Chestnut Street, Philadelphia.

F. FOLEY & HORNBERGER
Advertising Agents,
1308 Commonwealth Bldg., Phila.
"Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright,
catchy "ad ideas" magazine, news-
paper adv.

TENNESSEE.

R. A. DAVIS, Springfield, Tenn. Advertise-
ment writing, advising, planning, placing.

GREENWOOD ADVERTISING CO. (Incorpo-
rated)—Main Offices, Knoxville, Tennessee.
Out-door advertising contracted for throughout
the South. Bulletin Printing, Wall Painting,
Cut Outs, etc. Distributing, Sign Tacking and
Curtain Painting.

CANADA.

HOW often agents of American firms tell us
that their advertising is ineffective because
not in harmony with Canadian ideas.
We can get the best results for an appropriation
in Canada. Correspondence solicited.
DESBARATS ADV. AGENCY, Ltd., Montreal.

RENTING A NEWSPAPER.

"Have you anything like that in
America?" the London newsdealer de-
manded, putting his finger on a line on
his billhead which read, "Times to lend
for hire." "I have some customers who
instead of buying the London Times
every morning, rent it from me. You
see, the paper comes pretty high—
threepence a copy—and there's some
that want to read it who really can't
afford to pay that price. Threepence,
you know, is equal to about 6 cents
American money."

"And you rent it for how much?"
"Three ha'pence—just half the price
the paper sells for."

"How long may the renter keep the
paper?"

"Up to 12 o'clock noon."

"What happens to the paper then?"

"Oh, I rent it to somebody else for
another three or four hours and charge
him a penny. And along toward evening
I sell the paper if possible for another
penny. I only do it to oblige customers
who buy other papers from me. I make
my profits on the papers they buy. The
London Times is looked upon as the
most reliable paper in England. It is
one of the institutions of the country.
People set a store by its opinions, and
its stamp on a news item is like the
hall mark on a bit of jewelry."—*New
York Press.*

TAKES EXCEPTION.

GERMAN PRINTING AND PUBLISHING AS-
SOCIATION.

St. Louis, Mo., Aug. 25, 1904.

Editor of **PRINTERS' INK**:

The *Herold des Glaubens* is a Catho-
lic German paper, published in St. Louis
in the interest of Catholic religion since
1850, and I have the honor to be its
manager since 1878. I have always
held that Catholic papers are religious
papers, but have been disillusioned
in **PRINTERS' INK** of August 17th, where
on pages 20 and 21 Mr. Mairs does not
know of any but Protestant papers as
the "Religious Press." For this gen-
tleman the eighteen or twenty million
Catholics in the domain of Uncle Sam
do not seem to count for anything.

Very truly,
L. BLANKHEIM.

PSYCHOLOGY A LA BOSTON.

"Folks" generally read the advertise-
ments for all sorts of reasons, ranging
from a sense of placid vacuity to one of
irritated antagonism. Neither of these
extreme states of mind is likely to lead
to "direct sales." But sooner or later,
it's dollars to doughnuts that even these
ad readers will buy under the spell of
the advertising, if only it is kept up
with systematic persistence, arousing the
one out of his somnolence and smooth-
ing down the ruffled plumage of the
other.—*Boston Herald.*

GOOD ADVERTISING IN CHEAP MEDIUMS.

The sooner we can explode the idea that the majority of rural residents are ignorant of good form and devoid of artistic sense, the better it will be for the advertisers. That "ignorant idea" seems to be the principle on which a large amount of advertising is prepared.

Is it to be supposed for a moment that one who has responded to one of the badly illustrated, poorly printed advertisements would have ignored it had it been in the best possible form?

The advertiser cannot control the quality of the paper, but when he knows that his bid for business will be put on cheap stock, he should realize the importance of trying to make his matter good enough to counter-balance that. There are good propositions which would certainly receive more attention were these points observed.

Let a man in his shirt sleeves pass through the street in a country town. How much attention does he attract? But when one comes from the city, wearing clothes that are accepted as correct in cut and finish, what then takes place? Does not every one look at him, and comment on his appearance, and ask the next man who comes along if he has seen him? Your advertising would attract the same attention if you would send it out correctly groomed instead of in shirt sleeves.—A. Sheldon, in *Western Monthly*.

Advertisements.

20 cents a line; \$40 a page; double price will be charged for specified position—if granted.
Copy must be handed in one week in advance.

POSTER DESIGN WANTED

By one of the largest manufacturers of Automobile Lamps. Something distinctly original is required. Send designs, accompanied by price wanted. Rejected designs will be returned if postage is inclosed. Address by mail only.

THE WHITMAN CO.,
127 Duane Street, New York.

ADWRITER WANTED

Excellent opening for man able to write crisp and original copy, and the advancement will be rapid and profitable. A knowledge of mechanical lines will be an advantage. State experience, salary expected, and send printed samples of work done (they will be returned if postage is inclosed). Address by mail only.

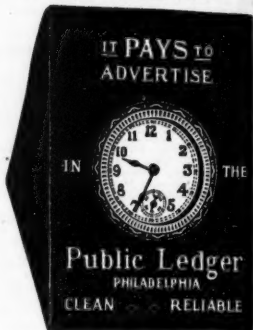
THE WHITMAN CO.,
127 Duane Street, New York.

BUSINESS TROUBLES

If caused by stagnant or decreasing trade can be cured by me.
I plan advertising campaigns, edit or write new copy, and originate designs which will surely increase your business.

JOHN C. BENNETT
785 EAST 146TH ST., NEW YORK

BAIRD DESK Advertising Clocks THE MONITOR



Height, 3 1/4 ins.; front dimensions, 4 in. x 5 1/4 in. Natural Wood or Imitation Leather Finish. Superior Clock Movement. The Finest Advertising Specialty ever offered to secure a permanent place on the desk of large buyers. Single sample, without ad, by mail, postpaid \$1.20. Special prices for quantities.

BAIRD MANUFACTURING CO.
20 MICHIGAN STREET, CHICAGO.

I Counsel With Advertisers

A number of years ago I began the pleasant work of counselling a large advertiser, and I am still serving him in the same capacity. Later other clients came to me, including some of the best known advertisers in the world. I have served them for more than ten years, and am still serving them, and I am editing the Christian Nation and also a well-known financial monthly.

I will furnish new copy, originate designs, edit house organ, or do any similar work.

You can have the addresses of and talk with, or write to, any of my present clients.

My full page designs appear in all of the leading weeklies and magazines of America and Great Britain.

I furnish the idea for an original full-page advertising design or write one or more readers, aggregating about 1,000 words for from \$75.00 up. Special prices for smaller work or continuous service.

JOHN W. PRITCHARD

Pres. Christian Nation Pub. Co.
121 Tribune Bldg, New York, N.Y.

WILL STRAY NO MORE!

Office of the *Gleaner*, MASSILLON, OHIO, June 25, 1904.

Printers Ink Jonson, New York City:

DEAR SIR—Inclosed please find check for \$11.25, for which please send us 250-lb. barrel of your news ink. We have strayed away from the fold for some time under strong persuasions from some of our nearer home ink makers, but wish to make another careful test of your inks and then place a standing order with you; so we would ask you to look back over our specifications and be careful to send us just the kind of an ink you did before, or as good an ink as you make.

Yours respectfully,

HANCOCK & BATES.

Office of the *Gleaner*, MASSILLON, OHIO, August 22, 1904.

Printers Ink Jonson, New York City:

DEAR SIR—We are pleased to advise you that the barrel of news ink you shipped us is doing most satisfactory work. We have made several experiments in news ink during the past six months with the leading manufacturers in the country, and have found nothing to equal your news work.

Yours very truly,

HANCOCK & BATES.

Send for my price list, and compare it with what the credit houses charge. Money refunded if goods are not found up to the highest standard of quality.

ADDRESS

PRINTERS INK JONSON,

10 Spruce Street, - - - - - New York.



"Follow-Ups" for Manufacturers.

We undoubtedly produce more mailing cards, folders, etc., for follow-up systems than any other concern in the country.

We don't mean by this stock-cuts peddled around to everybody, but carefully devised follow-up systems prepared after careful study of the needs of each client and intended for his exclusive use.

We would like to hear from manufacturers who realize the necessity of covering their field with printed matter in a systematic, intelligent, and, therefore, profitable manner.

We do all the work—writing, illustrating, engraving, printing and stamping, and supply the necessary card system, form letters, etc., so than any clerk or stenographer can take care of all letters of inquiry, and keep the thing going until every inquiry is turned into an order if it can possibly be done.

If you want to "do more and make more," send for our book of that title.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,
No. 210 The Arcade,

New York City.
Cleveland, O.

11,130 PEOPLE CAME

To the Toilet Goods Department of the Great Gimble Store in Philadelphia—the largest retail store in the world—in answer to a special offer, and each purchased a combination package of

MUNYON'S WITCH-HAZEL TOILET PREPARATIONS

Consisting of One Cake of Munyon's Witch-Hazel Soap, One Tube of Munyon's Witch-Hazel Face Cream, and One Box of Munyon's Perfumed Witch-Hazel Talcum Powder.

The Sale was Made Under an Original and Attractive Plan

Which is open to any progressive and reputable department store in America who will write immediately for particulars, provided arrangements have not already been made in that city.

IT IS A BUSINESS WINNER

Which—if you desire to build up your Toilet Goods Department—you should lose no time in getting hold of. Write to-day.

MUNYON REMEDY CO., Philadelphia, Pa.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The Todd Adjustable Hand Loom is, according to the text of the advertisement marked No. 1, an article upon which the little folks can learn to weave, and probably the illustration at the left of this advertisement was intended to illuminate that fact and show just how the little folks do it. As a matter of fact, this picture is one

you, Mr. Advertiser, ask this question, first, will it print?

No. 2 is an illustration of the same subject which will print anywhere and everywhere. It has other good qualities which are obvious, but they are after all secondary to printability.

We can see what the little girl is doing and note that she seems to enjoy it. The name of the article is also strongly displayed.

* * *

Here is an advertisement of a game called "Election," which occupied a quarter page magazine space—running across the page.

This advertiser succeeded in getting pretty nearly everything he could think of in this little space. He has his trademark, Uncle Sam, the President and others. Over at the right there is an abortive attempt to show a hand held in this



Todd Adjustable Hand Loom

For School, Kindergarten, and Home
A PRACTICAL HELP in the teaching of the subject of weaving, and a means of developing the child's artistic sense, and of teaching the principles of weaving. The Todd Adjustable Hand Loom is made of wood, and is of simple construction, and is easily used by the child. The loom is made of wood, and is of simple construction, and is easily used by the child. The loom is made of wood, and is of simple construction, and is easily used by the child.

Todd & Todd
220 N. 10th St., Minneapolis, - Minn.

No. 1

of elimination rather than illumination.

It discloses little or nothing even to the most patient investigator. The picture in the original occupied a space about two inches square; hence the only excuse for this sad result is that the character of the illustration is not at all adapted to this class of work.

The first question that ought to be asked of a cut is, will it print? As a matter of fact, this is generally the last question asked by



No. 2

the advertiser, even if he ever asks it at all.

If a picture is inartistic or lacks any other more or less essential feature, we can overlook it, but if it won't print anywhere it is asked to print, it is a failure and all its good qualities are rendered null and void.

When a drawing is submitted to



game and what is to be done or might be done with it.

There was a lot of earnest thought and hard labor put into this advertisement, but the end does not justify the exertion. The only way in which it could be made worse would be to take the different ingredients and stir them up with a spade.

There is one thing more that needs to be said about this advertisement. The figure in the lower left-hand corner is evidently a vulgar and disgusting caricature of the late Senator Hanna. This ad appeared in a September magazine, some months after Senator Hanna was dead and buried, and at a time when even the man's political enemies have none but the kindest words for him.

The shocking bad taste of an ad-

vertisement of this kind is almost beyond the power of words to describe. Caricatures of public men in advertising are always in bad taste, whether they are alive or dead, but this one is particularly deplorable. Things of this sort should always be cut out of advertising—they are liable to come back at you in a way that will hurt.

This passion for getting everything possible into one advertisement is beautifully illustrated in a quarter-page advertisement of the Hill Dryer Company, which appears in a current magazine but which it would be absolutely unkind to reproduce here.

At the top of the quarter-page referred to there is a picture showing a house with a tower, windows, etc., a foreground of lawn and background of trees and shrubbery, a lawn clothes dryer, a young woman hanging out the clothes and a dog. At the bottom there is another house in the distance, a long strip of lawn with trees, etc., and an ordinary clothes line hung full of clothes, the moral evidently being that the top picture is the right way to do it, and the bottom picture is the wrong way to do it.

Just think of all this in a quarter-page magazine ad with plenty of room for type besides!

The picture of a rat in the act of committing suicide is possibly not the most inviting and pleasing



Rats and Mice
have choicest food
and grain for
Rat Bis-Kit
Applied to them. Ready for Use.
The only poison fit to use to have about, done
quickly. Fits in open air cooking water. Dry,
clean. Put in rat holes, mouse clients, pantries,
etc., without eating anything.
Why take risk of mixing poison.
Baited by all leading drug houses in United
States and Canada. 12 lb. tins, 1 lb. tins, 1/2 lb. tins.
Put 1 tin in the hole for 3 hours, remove poison.
See and get the full amount
from nearest dealer.
THE RAT RESCUE CO.,
Dept. K, Springfield, O.

illustration that ever happened and perhaps its good taste may be questionable. There are a good many people who don't like rats, anyway, and if they don't like rats it is more than probable that they won't like to see the picture of a rat. There is something repulsive about

this particular animal, and repulsive things don't make good illustrations for an advertisement.

However, this ad has its good points. It stands out prominently is well arranged and displayed and certainly no one is going to get away from it.

If the Rat Biscuit Company showed questionable taste in showing the picture of a rat, it showed good taste in making the picture show up good and strong. There are a good many advertisers who would have insisted on having a whole regiment of rats following the lead of the Pied Piper of Hamelin.

Here is a neat and dainty advertisement clipped from a household



Why is true love like
STRANSKY
Steel Ware?
Because it lasts for years.
It's all imported (the ware, not the love). But all imported ware isn't Stransky. Ware imported was in adored as "Imported"—look at the label. If it reads: "Imported Quadruple Coated Stransky Steel Ware," you have "The Ware that Wins."
STRANSKY & CO.
NEW YORK

magazine. Other advertisements of Stransky & Co. have been good, but this is the best which has so far appeared. It is extremely neat and well balanced with plenty of white space to set it off—it looks clean and inviting.

The connection between Stransky Steel Ware and true love may not be so desperately close, but it is close enough for all intents and purposes. This advertisement shows what can be done when an advertiser does not insist upon crowding his space, but gives it plenty of room to show off its good points.

Here is an advertisement of the Chicago Great Western Railway which is a curious sort of thing. It would not reproduce very well, but you can catch the idea.

The lady at the left presumably

represents Chicago, as the Chicago motto, "I Will," appears upon her breast. There is something the matter with the lady. She does not present that vigorous and self-assertive appearance which Chicago typifies. On the contrary, her despondent attitude and gloomy countenance suggest remorse, as if the lady had been out with some of the Chicago aldermen of notorious capacity.

The savage figure, kneeling at her feet, is presenting a locomotive



on a tray or a rug, or something. It is highly probable that this means something, but there is nothing to show what it means, and, therefore, we cannot say whether it means well or ill.

It is not absolutely essential that an advertising illustration means something. If it is sufficiently attractive and beautiful, the fact that it has no direct connection with the advertisement may be forgiven, but when a picture has absolutely nothing to commend it from an artistic point of view, and, what is more, has no apparent connection with the advertisement, there seems to be no excuse for it. It would be better to leave it out altogether.

NO OBJECTIONABLE ADS.

181 Pearl Street,
New York, Aug. 18, 1904.

Editor of PRINTERS' INK:

I beg to bring to your attention, for advertising purposes, *The Colored American Magazine* published in New York City by the undersigned. We publish 10,000 copies of the magazine, monthly, and have, practically, the monopoly of the United States in the magazine business for the *Afro-American*.

We are willing to arrange satisfactory rates with you, we, of course, reserving the right to refuse all matter that we do not think proper for insertion—*hair straighteners* and other objectionable ads. FRED R. MOORE, Business Mgr.

THE MATTOON, ILL., JOURNAL.

MATTOON, Ill., Aug. 14, 1904.

Editor of PRINTERS' INK:

It may require considerable hardihood to institute a claim against that set forth by Ralf Tennial of the Atchison, Kan., *Globe*, but as comparisons have been invited I believe that the Mattoon *Evening Journal* circulates comparatively as well, if not better, in its field. In Mr. Tennial's letter in PRINTERS' INK of the 10th he claims a circulation for the *Globe* of 5,600 in a city of 16,000.

As I figure it, that equals 34 per centum of the population of Atchison, and is remarkable.

Now, the Mattoon *Evening Journal* averaged last month (July) a circulation of 3,000. Mattoon is a city of 9,622 by the last census. The daily circulation alone thus runs 33 per cent of the population of this field. In addition, the *Journal*, weekly, has a circulation exceeding 1,800. As no statement appears in Mr. Tennial's letter separating the weekly from the daily *Globe*, I take it for granted that it includes both the daily and weekly. The total circulation of the Mattoon *Evening* and *Weekly Journal* is 4,800, or almost 50 per cent of the population of Mattoon.

The *Daily Journal* uses a card system for circulation accounts and keeps a dead beat list, i. e., those who will not be taken by our solicitors because they do not pay their ten cents per week. There are 288 of these cards. Many papers would carry this "dead wood" along, especially if they were striving to make a circulation showing merely. If the *Journal* did that it would make a still better showing than 50 per cent.

There are some papers in Illinois that would give the *Journal* a close rub for the sugar bowl prize suggested by Mr. Tennial, but we believe the *Journal* would come close to winning in cities of its class. We would be afraid, however, of the booming Kewanee *Star-Courier*, the extremely "fine and dandy" *Decatur Review* and the prosperous Peoria *Star*, but we are willing to chance a showing with them if PRINTERS' INK starts a contest.

Regarding the ratings of the American Newspaper Directory, will say this paper has never had any trouble in getting a rating when it has furnished the facts to Mr. Rowell. We have noticed with interest your series of newspaper investigations now going on in PRINTERS' INK. That is the way to get at the real facts. We anxiously await the time when your representative gets around to Mattoon, assuring you that everything in the *Journal* office will be thrown wide open to him.

Mr. Tennial says in his letter that St. Joseph and other large cities surround Atchison. I almost forgot to notice that part of his letter in the comparison with our paper. Mattoon has St. Louis on one side, Chicago on another and Terre Haute and Indianapolis on another. The morning papers from those cities reach Mattoon at 7 a.m. The evening papers from St. Louis and Indianapolis reach here at 3 p.m. with early editions, but notwithstanding that, the *Journal's* list has grown and their lists have diminished. The *Journal* carries the Scripps-McRae service and maintains a strong special service from surrounding towns.

Very truly, M. H. BASSETT.

CLERK—This man writes that he feels 10 per cent better since he began to take our remedy.

Patent Medicine Man—Hm! evidently a clerical error;—he meant to say 100 per cent. Correct it accordingly and have the letter published.—Puck.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The large number of small ads in the columns of the Philadelphia *Evening Bulletin* seem to fully confirm the statement made in this department some weeks ago, that the smaller stores in the large cities, and those which are a little out of the beaten path of trade, can well afford to use space in the newspapers and, in many cases, can make good advertising capital of the very conditions that seem to handicap them. The impression is very strong among small retailers in the large cities that rates are practically prohibitory and that only department or other large stores in the very heart of the business district can afford to use newspaper space. They have but little faith in the small spaces that are almost invariably overshadowed by large advertisers, and, as a rule, the publisher, in his greed for big space advertising, takes no trouble to disabuse them of these impressions, overlooking or ignoring the fact that these small ads, in the aggregate, are quite as profitable as the large ones. The *Bulletin* takes exactly the opposite view, and not only makes rates for small spaces that are decidedly fair and reasonable as compared with its rates for department stores and other users of large space; but it goes to the retailer with a definite plan for using space in the right way and thus eliminates a great deal of the watchful experimenting that these small advertisers would do if left to their own devices. The *Bulletin*, recognizing that its interests and those of the small advertisers are mutual, takes sufficient interest to study their advertising needs and to prepare good, strong, attractive copy for them. The result is—results, and the advertiser with only a few hundred dollars to spend for advertising gets as good or better results in proportion to his expenditure than the advertiser who buys

space by the acre, and who employs an expert to prepare his copy. The *Bulletin* bunches these small ads, and, in this way they produce an effect similar to that of a department store ad, each small ad representing a different line, and the whole covering nearly, if not quite everything that would be represented in the average announcement of a big store. The *Bulletin* has no purpose to antagonize the department stores, in fact it carries its full share of such advertising, but it realizes the value of building up a good strong clientele of small advertisers, some of whom, with the *Bulletin's* expert assistance in the preparation of copy, will eventually become big advertisers, and it goes after this small business that many other papers will not even ask for, knowing that the big space users will use its space without strenuous solicitation. Many a publisher, both in large and small cities, could add a good thick layer to his profits by taking a leaf from the *Bulletin's* book and doing something to educate the small retailer in the profitable use of small space; and the small retailer who doubts his own ability to prepare good copy should insist upon the assistance of the publisher in that direction. This department should be very helpful to both, presenting each week model ads, covering a wide variety of subjects, and being suitable just as they stand or easily adapted to the needs of those in the same or similar lines of business. Publishers who feel inclined to follow these suggestions, or who are in doubt as to the advisability of doing so, should read the story of the *Bulletin's* development in the May 18 issue of PRINTERS' INK. It is decidedly interesting. Scattered through the pages of this department are a number of these small ads from the *Bulletin*, all of which show the

painstaking care that is so necessary in the preparation of copy for small space.

From Philadelphia Bulletin.

Diamond Rings.

Gems chosen by a judge, and mounted by an artist. Here you are safe, yet you pay only moderate prices. An eighty-six-year old house.

RIGGS & BRO.,
Watches, Diamonds, etc.,
310 Market Street,
Philadelphia, Pa.

For a Title Guarantee Concern.

Reading the Title Clear.

The possession of a title policy by this company is proof to all the world that the title to your real estate is clear. Not only this, but should anybody ever dispute it, we will defend you with our capital, surplus and the double liability of our stockholders, and in the event of any possible loss, make you whole. No greater protection could be asked. It is yours for a small fee.

TITLE GUARANTEE
AND TRUST CO.,
Empire Building,
Atlanta, Ga.

An Appetizer from the Philadelphia Bulletin.

Crab Cutlets 10c. each.

Made from fresh crab meat. They are just a hint of the many good things you'll find in our Delicatessen Department.

Other current offerings are: Rice Croquettes, 30c. doz.; Beef Bologna, 12½c. lb.; Sliced Beef Tongue, 50c. lb.

Many housewives are finding it a great convenience to supply their tables with attractive ready-cooked edibles from this department.

HANSCOM'S,
1311-15 Market St.,
Philadelphia, Pa.

Good One for a Trust Company.

There are many examples to show the folly of having life insurance made payable directly to inexperienced or incompetent beneficiaries.

You can avoid such misfortune by making this company your beneficiary in trust. Many shrewd business men are doing so.

Call or send for our booklet "Relating to Wills, etc."

THE CLEVELAND
TRUST CO.,
Assets \$24,000,000.
Cleveland, Ohio.

*For Lord "Like Mother Used to Make."
A Good Ad from the Elizabeth, N. J.,
Daily Journal.*

You Remember

the good old days way back yonder on the farm—how your mother used to make the nice sweet home-made Kettle-Rendered Lard, and how different everything used to taste then? Don't you know that you can get the same tasting Home Kettle-Rendered Lard made by I. N. Voorhees & Co., at 247 Morris avenue? No coloring matter in this lard. Many housewives have tried it in the past few weeks, and are enthusiastic in praise of it. Put up in 3, 5 and 10-lb. pails, and loose, 12c. a pound.

How One of the Smaller Stores "Out of the High-Priced District" Makes Good Use of Small Space in the Philadelphia Bulletin.

Special This Week McClure's

Dep't Store 22nd and Ridge Ave.

We're out of the high-priced district, hence these out-of-the-way prices.

Best Lancaster, Gingham 5¼c. yd.; 8c. Unbleached Sheeting, 36in. 5c. yd.; 8c. Outing Flannels, 5¼c. yd. 50c. Corset Covers, 35c.; 12½c. Ladies' Black Hose, 9c.; 25c. Men's Gauze Vests, 17c.

2163 Ridge Avenue,
Store closes 6 p. m. Open Friday and Saturday Evenings.

A PRINTERS' INK reader, in Fort Worth, Texas, sends this advertisement:

REMOVAL SALE.

CHEAP RAILROAD RATES.

On August 1 we will move to our new office in the Fort Worth National Bank Building, vacating our present quarters. We don't want to have to move our tickets, so are

SELLING THEM CHEAP

To Summer Tourists' points, to St. Louis, and a number of other places too numerous to mention. Incidentally we want to say that we have

BEST SERVICE IN TEXAS.

Three Fast Trains Every Day To St. Louis, Memphis and North and East, and they

ALWAYS LEAVE ON TIME.

Call around and look at our stock before buying your vacation ticket. We have a fine large assortment, and can sell to any old place.

Office, No. 700 Main Street. Phone 229. Ask us, we know.

JNO. M. ADAMS, C. P. & T. A.

and asks: "Does this ad, which appeared in this evening's *Telegram* (an evening paper of the city) appear to be anything out of the ordinary for a railroad advertisement?" Yes, it is decidedly out of the ordinary—too much so in fact, because in that one feature it is misleading. The natural inference would be that tickets are being sold at cut prices in order to reduce the stock before removal, which, of course, is not true. It would have been much better to advertise a few attractive trips, or perhaps a different one each day, quoting prices for transportation. It may be that most of those who read this ad will understand that it is just an attempt to attract attention by playing upon the time-worn removal sales so common in other lines; but it is bound to be misleading in some cases and therefore is not a good ad.

In the Bluff and Cordial Western Way.

Eat!

When you happen to be in Oswego long enough to get hungry you can find no better place to satisfy your appetite than at the White Front Bakery.

There you will find the best short order lunch counter in Oswego, and you can get anything you want to eat. You will be treated white too.

Oswego, Kansas.

A Good Ad for a Good School, From Philadelphia Bulletin.

Educational Advantages.

Never has the Temple College at Broad and Berk sts. been in better condition to impart to male or female a thorough education in forty-six different branches. Day or Evening Courses. Terms very moderate.

Full information on request.

RUSSELL H. CONWELL,
President.

Soon Be Time to Advertise School Supplies.

School Supplies the Children Like

are the kind you find here. Every good thing for making school work easy.

New and second hand School Books bought, sold and exchanged. Money saved you in this.

Our "Grammar School Tablet" is the standard margin line tablet. Every other good kind of tablet here also.

This store will be open tomorrow (Tuesday evening) to accommodate the school trade.

HANFORD & HORTON,
6 North Street,
Middletown, N. Y.

An Unusually Good Ad for a Little-Advertised Line that Offers Many Possibilities for Profitable Publicity.

Your Machinery Needs

are quickly supplied here, no matter what they are. If you need an Engine or a Boiler just drop us a line—if it's a Lathe or other piece of heavy machinery—a Pump, Drill, Press, Saw Mill—in short, whatever you find yourself in need of in machinery or mill supply line, just ask us for our catalogue or pamphlet on the subject and we can soon satisfy you of our competency to fill your order in the most satisfactory manner. Write to us.

MOORE & HANDLEY
HARDWARE COMPANY,
Birmingham, Ala.

It's for Lack of Good Advertising That Such Things Become "Shopkeepers." It Helps Wonderfully to Let People Know About Things That They Don't Think of Asking For.

Excellent Argument and a Price Inducement.

Masons' Tool Bags.

Made of extra heavy white duck with inside pockets and reinforced bottom, leather handles and fitted with lock and key.

18 inch size \$1.50.

POMEROY & COE,

Successors to
Everts Bros. & Pomeroy,
137 Genesee Street,
Auburn, N. Y.

It's Astonishing How a Comparatively Small Thing Like This Will "Pull" at the Price is Well Cut. And Every Sale Means a "Preferred Position" Standing Ad in Somebody's Kitchen.

25c. Measuring Glass, 9c.

Something every house-keeper should have. Needed many times a day.

A measuring glass made of clear glass. Can be used for liquid or pound measurements, 7 inches tall.

Offered to-morrow only for 9c.

S. KANN, SONS & CO.,
Washington, D. C.

Templeton Says Well, and is Wise in Hitching His Personality to His Business by Saying "Templeton Says."

Templeton Says: "Keep Baby Well This Summer."

In the first place get a sterilizer so that everything you feed the baby with will be pure and sweet—free from the germs that cause summer stomach troubles and other baby ailments.

A sterilizer does not cost much and will insure baby's health during the hot weather. Your doctor's advice is the same as ours. Ask him.

Bell Phone 144-J.

Federal 115.

33 North Main Street,
Washington, Pa.

Furniture Repaired and Reupholstered

The present is an opportune time for the repairing and reupholstering of furniture for fall and winter, and at no other time can it be more conveniently spared than when you are away for the summer. A particular advantage is that our shops not being overcrowded now we can give more time and careful consideration to the work than later in the season when people are returning home and want the work done at once.

During July and August all repairing will be done at summer rates, which are about 20 per cent less; and all furniture will be stored until your return if you wish.

WOODWARD & LOTHROP,

Washington, D. C.

How Shannon Says His Interesting Say in the Philadelphia Bulletin.

Little Home Fixings

are done quicker and neater if you have the right tools and materials. We sell both.

Brass Hooks that fit any moulding, for hanging pictures, 30c. doz. up.

New Drawer Handles and a little varnish will make an old bureau equal to new. Half hundred styles. 25c. a pair up.

Furniture Polish, 15c. can.

Paint Brush, 10c.

Tacks and tack hammers in styles and sizes too numerous to mention.

Everything in home tools. Our catalogue for the asking.

A big assortment of knobs, fasteners, bolts; all kinds of locks, hinges, catches, lifts, etc.

Our Repair Shop is the place to send things of metal to be mended.

SHANNON,

Hardware,
816 Chestnut,
Philadelphia, Pa.

THE RELIGIOUS PRESS IN THE AMERICAN NEWSPAPER DIRECTORY

In PRINTERS' INK for August 17, 1904, Mr. G. Tyler Mairs directs attention to the comparative consequence of the Religious Press from an advertiser's point of view, saying, in part:

The religious press constitutes a medium for advertising that represents a tremendous purchasing clientele.

A brief comparison of the publications issued under the Congregational, Episcopalian, Presbyterian, Methodist and Baptist denominations, and those known as Undenominational, will not be amiss.

In making a list of religious papers for practical use, the Undenominational would be first, then the Baptist, Methodist, Presbyterian, Congregational and Episcopalian.

For lack of a better and more trustworthy directory—and it will be hard to find one—let us base our observations upon the figures given in Rowell's American Newspaper Directory for 1904. For brevity let us divide the periodicals according to known and unknown circulation, as indicated by Arabic figures and a letter rating.

| Denomination | Known Circul'n | Unknown Circul'n | Total |
|--------------------|-------------------|---------------------|-------|
| 1 Congregational | 3 | 17 | 20 |
| 2 Episcopalian | 2 | 54 | 56 |
| 3 Presbyterian | 10 | 48 | 58 |
| 4 Methodist | 15 | 114 | 129 |
| 5 Baptist | 28 | 117 | 145 |
| 6 Undenominational | 35 | 186 | 221 |
| Grand Total | 93 | 536 | 629 |

Of the 629 publications issued only ninety-three will state their circulation. Of these, thirty-five, or more than one-third, are Undenominational.

You will notice a steady increase in the number of Denominational publications in the above list. The Congregational has 20, the Baptist 145.

The Undenominational list numbers 221, or nearly 100 more than the largest Denominational list. So, then, the Undenominational publications will receive very careful attention on the part of every shrewd advertiser.

The advertiser who examines the Directory is convinced of the superlative value, to him, of the papers of known, over those of unknown, circulation.

Rowell's American Newspaper Directory has been issued Annually for thirty-six years, and was the first effort ever made to ascertain and proclaim newspaper circulations.

1904 EDITION READY FOR DELIVERY.

Subscription Price Ten Dollars—Net Cash.

Checks may be made payable to

CHAS. J. ZINGG, Business Manager, 10 Spruce Street, NEW YORK